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ABSTRACT

The Academic Plan was developed to avoid unnecessary duplication of program efforts, make more efficient use of facilities and teaching staff, and insure continuing excellence of higher education in Wisconsin. The first part of the plan discusses its purposes, which include increasing educational opportunities in the state and insuring the diversity of institutions. Part 2 contains the basic principles of the Plan and broad goals for Wisconsin higher education. Part 3 outlines the academic mission and the 1970-1980 program development plan for each of the state's public universities. Part 4 describes the procedure for Council Review of the Plan. Part 5 discusses the Coordinating Council's policy on special areas of need including the financing of 2-year institutions, architecture, forestry, social welfare, law enforcement, and traffic and safety education programs. Part 6 discusses the rationale and need for enrollment planning maximums. Appendices on existing academic offerings in Wisconsin public institutions and on responsibilities and functions of the Coordinating Council for Higher Education are attached. (AF)

ED037154

Academic Plan for Wisconsin's Public Universities 1970-1980

A Long-Range Plan for the Academic Development of the University of Wisconsin and Wisconsin State Universities

Wisconsin Coordinating Council for Higher Education
732 North Midvale Boulevard
Madison, Wisconsin 53705

1969 Annual Report of the State of Wisconsin Coordinating Council for Higher Education required under Chapter 154, Laws of 1969/November 1969

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

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Letter of Transmittal

State of Wisconsin \ COORDINATING COUNCIL FOR HIGHER EDUCATION

732 NORTH MIDVALE BOULEVARD
HILLDALE THEATER BUILDING
MADISON, WISCONSIN 53705

July 16, 1969

Hon. Warren P. Knowles
Governor
State of Wisconsin
State Capitol
Madison, Wisconsin

Dear Governor Knowles:

In behalf of the Coordinating Council for Higher Education, I am transmitting to you a copy of the *Academic Plan for Wisconsin's Public Universities, 1970-1980.* This document was approved unanimously on July 16, 1969 by the members of the CCHE, and I believe marks a high point of achievement by that body.

The ten-year plan, we trust, meets a major part of your expectations of what you had hoped that the CCHE would accomplish. The plan has been carefully prepared, and its various parts have been given thorough consideration by Council members over a three-year period. As you may have noted, provision has been made for review at regular intervals so that unanticipated alterations may be made as new evidence becomes available.

As Chairman of the CCHE during the period that the document has been developed, I have been greatly impressed by the conscientious dedication of members and staff that has been devoted to sound educational principles.

It is the earnest hope of the CCHE that the *Academic Plan for Wisconsin's Public Universities, 1970-1980* and the supplements to that plan which will now follow will serve to justify your confidence in the Council. All of us have known that your primary desire in this area is to provide the State of Wisconsin with an effective system of public higher education of which all citizens could be proud. We trust that the Plan will help to meet this objective.

Respectfully,

Walter J. Kohler
Chairman

Foreword

Early in 1967, the Coordinating Council for Higher Education published its *Provisional Long-Range Plan for Higher Education in Wisconsin.* That Council document is the basis for development of this *Academic Plan for Wisconsin Public Universities, 1970-1980.* The *Provisional Plan* contained proposals indicating where the Council stood at that early period following CCHE reorganization and outlined many of the complex problems that lay ahead. Included were a series of staff recommendations for Council and system consideration. As a guide to Council study and policy guideline needs, the *Provisional Plan* served well as a directive for these two and one-half years.

Council members and the staff always recognized, however, that a plan that was not "provisional"--a plan with the official approval of the total Coordinating Council membership--was the ultimate and desirable objective for long-range educational planning in Wisconsin. This *Academic Plan* was developed by the Council staff, working closely with educational specialists from the higher educational systems. The plan was officially and unanimously adopted by the Council at its annual meeting July 16, 1969. As a result of the Council's action, the major policy guidelines for academic planning in Wisconsin higher education presented in this plan are now in effect.

This plan protects the State of Wisconsin against unwarranted duplication of program efforts. Its implementation will result in a more efficient use of facilities and teaching staff that could save the state millions of dollars in the years ahead. Equally important, it meets the need for a plan that assures Wisconsin of the opportunity to continue to rank with the best higher educational systems in the nation.

It should be noted that this plan is only one phase of a total long-range plan for Wisconsin higher education. The technical and vocational school program plan for the future is now being formulated in the light of the final establishment of new area districts. When completed, the vocational-technical plan will have a far-reaching influence on the educational pattern of the state's high school graduates and those adults seeking continuing education. Long-range planning in the areas of facilities and finance related to the approved curricular plans are to follow.

The CCHE is appreciative of the help systems' specialists gave the Council staff members in developing this plan.

Angus B. Rothwell
Retiring Executive Director
Wisconsin Coordinating Council for Higher Education

Biennial Policy Developments and Goals of the Coordinating Council for Higher Education

Coordination of Wisconsin Higher Education

The State of Wisconsin Coordinating Council for Higher Education exists to direct and coordinate public higher education in Wisconsin in an efficient and economical manner consonant with the resources of the state and the educational goals of quality, diversity and opportunity. The goal of this coordination is the establishment of appropriate programs of higher education for all Wisconsin residents.

In the 1967-69 biennium, the Coordinating Council for Higher Education took action on more than 150 policy documents and reports. Major policies enacted by the Council in the biennium included these areas: public higher educational operating and capital budget recommendations to the Legislature and Governor, campus missions, institutional enrollment maximums, enrollment projections, interstate compacts, nonresident students, building formulas, vocational-technical districting, new campus development, student preferences, academic master planning and revised program review procedures. These wide-ranging policies were transmitted to the higher educational institutions and to state officials and affected state agencies.

In addition to implementing policy internally, the Council requested successful enabling legislation in a number of educational areas. These new laws include the initiation of academic master's degree programs in the State Universities, provisions for interstate compact agreements with Michigan and Minnesota for the exchange of border-area students, development of the state's first School of Architecture, extension of tuition reimbursement grants for students in professional degree programs not offered in Wisconsin, and establishment of a state board for the statewide coordination of educational radio and television.

The Council also carried out its legislative mandate to work with educational administrators in developing, reviewing and approving academic plans for the new degree-granting campuses of the University of Wisconsin at Green Bay and Parkside. In doing so, the Council established a moratorium on the further development of additional higher educational institutions in the state following the opening of the Parkside and Green Bay campuses. In addition to coordinating new collegiate campus development, the Council guided the reorganization of area-districting for vocational, technical and adult education and recommended procedures for discontinuing state aids to county teachers colleges. In the biennium, new two-year campuses were opened in the State Universities system at Fond du Lac and Medford (initially one-year experimental) and in the University systems at Baraboo and West Bend.

The Council devoted considerable attention during 1967-69 to the formulation and approval of policy resulting in the ten-year academic plan which is detailed in this 1969 Annual Report. The *Academic Plan for Wisconsin's Public Universities, 1970-1980,* is the result of a series of comprehensive investigations arising from preliminary staff recommendations to the Council in its January 1967 report, *A Provisional Long-Range Plan for Higher Education in Wisconsin.* The academic plan provides for the orderly, future development of post-high school education in Wisconsin. In the current biennium the Council is continuing policy investigations that will lead to further refinement of the comprehensive educational master plan for the 1970-1980 decade in Wisconsin.

1967-69 Coordinating Council Policy Accomplishments

The 1967-69 biennium was one of significance for the establishment of Coordinating Council policy for public higher education in the State of Wisconsin.

Among the major policies established by the Council during the biennium were these:

Adoption of a ten-year plan for the academic development of Wisconsin's public universities.

Adoption of a 1969-71 consolidated budget request for Wisconsin public higher education.

Adoption of a 1969-71 integrated building program for Wisconsin public higher education.

Adoption of enrollment maximums for each Wisconsin public university.

Adoption of a statement of the academic mission of each Wisconsin public university.

Adoption of enrollment projections to 1977 for each Wisconsin public university and to 1984 for each system.

Adoption of the first projections of enrollment to 1984 for Vocational, Technical and Adult Education for use in long-range planning.

Adoption of a program development outline for each Wisconsin public university for the 1970-1980 period.

Reaffirmation of an existing Council moratorium on the establishment of new two and four-year campuses after the fall of 1969.

Adoption of statewide academic plans for law enforcement, forestry, social welfare, architecture, libraries and traffic and safety education.

Authorization of undergraduate academic plans for the new degree-granting campuses of the University of Wisconsin at Parkside and Green Bay.

Adoption of uniform classification and inventory procedures for all public higher educational facilities in Wisconsin.

Statewide survey and analysis of the higher educational preferences of high school seniors and the factors determining their educational plans following graduation.

Calling of statewide planning conferences on budgeting, facilities and programs, and programs to aid disadvantaged students.

Budget investigations of comparative state support trends, comparability, and faculty compensation.

Adoption of policies for the financing of public two-year higher education in Wisconsin.

Adoption of a major urban university mission for the University of Wisconsin-Milwaukee.

Research investigations of student transfers, geographical origin, high school graduates, degrees awarded and opportunities available.

Authorization of the first degree programs in the state in the areas of environmental and public health, police science and administration, hotel and restaurant management, scientific land management, nutrition, urban affairs, pulp and paper technology, student personnel services and others.

Coordination of the development of the new two-year campuses at Rhinelander, Medford and Rice Lake.

Adoption of refined policy on criteria for system submission of program requests.

Adoption of reciprocal tuition agreements between Wisconsin and Michigan and Wisconsin and Minnesota for the exchange of students living close to border institutions.

Adoption of policy affecting the long-range development of medical education, graduate education, computers and educational television in Wisconsin.

Authorization of undergraduate and graduate program requests for Wisconsin's public universities and associate degree vocational-technical programs.

Adoption of a policy to discontinue tuition reimbursement grants to students entering architecture and forestry programs now approved by the Council for offering in Wisconsin.

Adoption of policy on proposed higher education legislation.

Adoption of admission policy on non-resident students.

1969-71 Coordinating Council Goals and Objectives

Major Council objectives for 1969-71 are establishing higher educational policies and procedures to efficiently serve the people of Wisconsin, to anticipate the future direction of major educational policy in the state and nation, to unite the resources and capabilities of the state in support of higher education and to promote system and institutional initiative. All of these efforts are being directed toward the preparation of a comprehensive plan of action for the statewide direction of higher education in the 1970's. Following Council approval of its findings in the fall of 1970, the plan will be given public hearings. Final CCHE recommendations will be transmitted to the Governor and Legislature early in 1971.

Coordinating Council policy investigations in the current biennium will be directed at the establishment of improved budget analysis and review procedures, coordinated statewide policies for extension education and public service, two-year education, and graduate and professional programs, and recommended changes in the organization and governance of public higher institutions necessary for the efficient development of higher education in Wisconsin.

Coordinating Council priorities for the 1969-71 biennium include the following major policy areas:

Implementation of an improved system of budget analysis, review and presentation to guide policy formation by the governing boards, Coordinating Council, and elected representatives of government.

Development of suitable data, procedures, and formula for recommending an equitable distribution of operational and capital funding for the post-high school institutions of the state.

Recommendation of policies for a fair distribution of the cost burden for public higher education among students, localities, the state, and the federal government.

Projection of land and building space needs for higher educational institutions in harmony with appropriate campus master plans for construction of capital budgets and priorities.

Development of revised guidelines for the review and development of programs among the systems and institutions.

Formulation of a plan for the efficient development of extension and public services throughout the state.

Recommendation of an appropriate distribution of graduate and professional programs that will maximize individual opportunity within the limitations of available resources.

Formulation of a state plan for the more efficient development of two-year post-high school education in Wisconsin.

Delineation of the appropriate roles and functions of the Coordinating Council and recommendation of more effective relationships with the systems, institutions, related state agencies, the Governor and the Legislature.

Recommendation of changes in organization and governance of public higher institutions deemed necessary for the development of higher education in Wisconsin to the Legislature.

Development of a comprehensive reporting system capable of yielding information basic to policy formation by the governing boards, the Coordinating Council and related governmental groups.

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1

Summary of Academic Plan Recommendations

Basic Principles Underlying the Plan

The Wisconsin Coordinating Council for Higher Education endorses the basic principles underlying the *Academic Plan* as presented in Part Two, page 5.

Mission Statements for Wisconsin Public Universities

The Coordinating Council for Higher Education endorses the campus mission statements as presented in Part Three of the *Academic Plan,* pages 7-42.

Outline of Program Development for 1970-1980

The Coordinating Council for Higher Education endorses the recommended programs in the 1970-1980 program development outlines presented in Part Three of the *Academic Plan,* pages 7-42.

Campus Enrollment Maximums for Wisconsin Public Universities

The Coordinating Council for Higher Education endorses establishment of the enrollment maximums for each public university campus in Wisconsin as presented in Part Six of the *Academic Plan,* pages 51-57.

Policies on Specialized Academic Areas

The Coordinating Council for Higher Education endorses the policy recommendations on specialized areas of need in Part Five of the *Academic Plan,* pages 45-50.

Procedures for Review of the Academic Plan

The Coordinating Council for Higher Education endorses the review and modification process for the *Academic Plan* as presented in Part Four, pages 43-44.

Part One:
Purposes of the Academic Plan

Through a ten-year academic plan, the Coordinating Council for Higher Education can provide several benefits for public higher education and the people of Wisconsin. *The Academic Plan for Wisconsin's Public Universities, 1970-1980* should

- increase the educational opportunities in the state,
- insure the diversity of institutions,
- provide for continued emphasis on excellence while making the most effective use of the state's resources.

Besides these general values accruing to all citizens of the State, the *Academic Plan* should provide advantages

- to the higher educational systems,
- to the individual institutions,
- to the state agencies,
- to the Governor,
- to the Legislature,
- to the citizens of the State of Wisconsin.

Planning at all levels can now proceed within a common framework. Faculty can be hired, libraries developed, buildings planned, and budgets reviewed on the basis of the principles, missions and parameters established in the *Academic Plan.* Based upon the concept of a definite institutional mission, the plan provides for substantial program expansion at all public institutions in Wisconsin. Adoption of the plan represents a charge to the individuals, institutions, and systems to build excellence in the prescribed areas.

Part Two:
Basic Principles
Underlying the Academic Plan

The question of what basic principles undergird a ten-year academic plan for Wisconsin's public universities involves the history of the Coordinating Council for Higher Education, particularly over the past four years. Many basic premises concerning the purpose and direction of higher education have been endorsed by the Council in the past.

Goals for Wisconsin Higher Education

Of primary importance are the Council's broad goals for higher education in Wisconsin which are described as follows:

- To maintain and strengthen diversity in post-high school educational opportunities so that programs are available within the state for youths of differing aptitudes, interests, and needs.
- To provide a range of quality educational programs as institutions develop areas of specialization and to avoid unwarranted duplication.
- To continue basic and applied research activity as an essential function of the state's higher educational institutions within their mission capabilities.
- To expand the extension and public service functions of Wisconsin's higher educational institutions.
- To extend higher educational opportunities to a maximum number of students.
- To promote economy and efficiency in the operation and construction of higher educational facilities.
- To promote cooperation among public institutions and between public and private institutions.

Basic Principles of the Academic Plan

The basic principles that follow are those directly and specifically related to the *Academic Plan for Wisconsin's Public Universities, 1970-1980:*

I. For at least the next decade, doctoral programs and extensive research should be concentrated on two campuses--the University of Wisconsin-Madison and University of Wisconsin-Milwaukee.

2. Ed.D. degrees in the fields of industrial education, business education, educational administration, and audio-visual education may develop in the State University system as need for programs in these areas is demonstrated.

3. A statewide system of extension, recognizing the resources available at each institution, should be a major method of expanding graduate opportunities in Wisconsin. An increased number of graduate credits earned in extension will have to be accepted by institutions participating in this kind of expansion.

4. The principle of comparable support, where appropriate, will be used in financing higher education in Wisconsin.

5. Individual faculty research should be encouraged at all institutions of higher education and interinstitutional research efforts involving the doctoral campuses and other institutions should be developed subject to Coordinating Council review and approval.

6. Master's programs in the Wisconsin State University system, while designed primarily for public school teachers, should also enable students to pursue advanced graduate work at other institutions.

7. The scope of graduate work at the master's level in the Wisconsin State University system should be planned as follows:

   a. Eau Claire, Oshkosh, and Whitewater should plan to develop a range of up to 20 master's programs with Eau Claire and Oshkosh offering academic master's programs in the arts and sciences and with Whitewater emphasizing professional education, business administration, and selected liberal arts programs.

   b. Superior should expand its graduate programming to a lesser extent than Eau Claire, Oshkosh, and Whitewater and should consider a possible combination of its present range of offerings with proposed MA or MS programs.

   c. The Wisconsin State Universities at La Crosse, River Falls, Platteville, and Stevens Point should plan for a rate of MA/MS development of no more than one program per year in the academic disciplines with a range of up to a maximum of five programs. In addition to this maximum, the implementation of the core in English, history and biology may evolve on these campuses as need is demonstrated and within the rate of one per year. Further, master's degree programs consistent with the specific mission in areas of specialization approved for the separate institutions by the CCHE may develop as needed. The rate of development of such additional programs should not exceed one program every other year.

8. University of Wisconsin campuses at Green Bay and Parkside should remain primarily undergraduate liberal arts institutions for the next decade with no graduate work in professional education being planned for either campus. These campuses should not plan on doctoral work or extensive research activities in the next decade.

THE COUNCIL ENDORSES the basic principles underlying the Academic Plan as contained in Part Two.

7

Part Three: Academic Missions and 1970-1980 Program Development Outlines for Wisconsin's Public Universities

Campus Mission Statements

A campus academic mission statement is the means of identifying the unique or special academic features of a particular campus. By use of a mission statement, the Council can determine the connection between new program development and campus strengths and relate the findings to state needs.

The campus mission statement is not the place to identify specific programs or aspects of the mission common to all institutions of higher education. For example, it is not appropriate to prejudge in mission statements the need for a common core of graduate programs on all or most State University campuses.

The familiar elements of teaching, research, and public service are common to the mission of every higher educational institution when these elements are viewed in broad terms. No institution can deny that its primary function is teaching; every institution should encourage its faculty to do appropriate research, and each campus should relate to and provide service for its surrounding community. A campus mission statement provides a means of identifying the appropriate degree of emphasis for each common element.

THE COUNCIL ENDORSES the campus mission statements as contained in Part Three of the Academic Plan.

1970-1980 Program Development

A ten-year program outline is the means of translating basic principles and mission statements into specific academic programs. Initiation of new graduate programs should proceed at an orderly pace with the University of Wisconsin-Milwaukee developing about one doctoral program a year and the Wisconsin State Universities developing about one master's program a year with the exceptions of Eau Claire, Oshkosh, and Whitewater, where about two programs a year should be the pace.

A major virtue of a ten-year program development outline is that it puts each university's stated program intentions in the context of statewide development. With the understanding that inclusion in the recommended column does not mean automatic approval, institutions can plan with confidence for programs contained in the approved

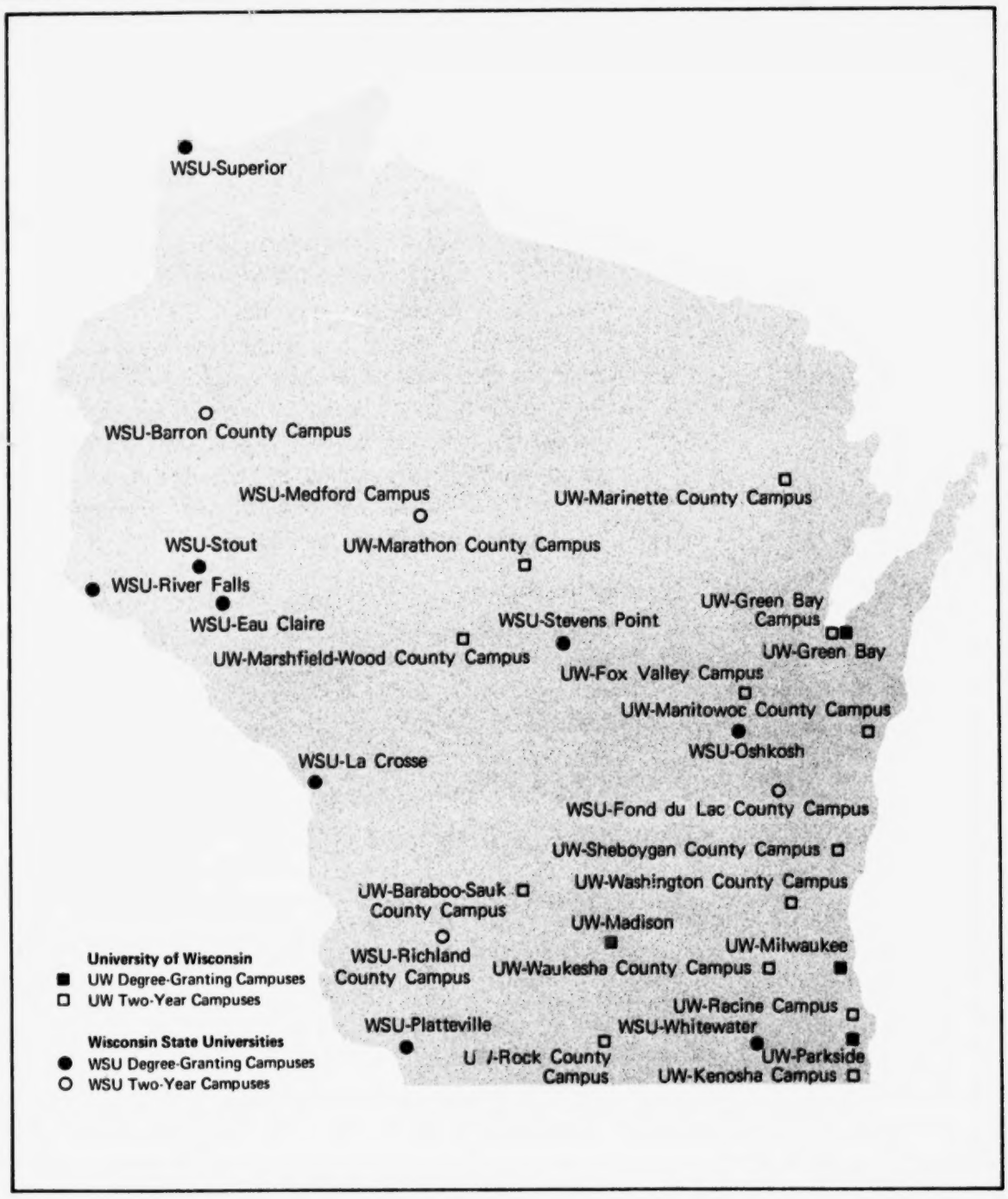
academic plan so long as need for the program and institutional capability can be demonstrated. In addition, the campuses will avoid the pitfall of committing scarce resources to programs that are not likely to gain approval.

The list of new programs requested by the systems and the list of new programs recommended by the Council should be viewed as the best attempts, at this point in time, in projecting anticipated academic developments and needs. These are set forth as program intentions, but some potential programs have been omitted because their details and full implications cannot be spelled out at this time. None of the involved groups lay claim to infallibility; therefore, it is essential for all systems and for the CCHE to accept the concept of long-range planning but to recognize the need for continual reassessment of requested and recommended programs and encourage the development of new and innovative programs not as yet conceptualized. In addition, it should be noted that restructured or revised programs and added specialities within existing programs have not been included in the present lists. They will be submitted and evaluated as they develop.

THE COUNCIL ENDORSES the ten-year program development outlines (1970-1980) as presented in Part Three of the Academic Plan.

9

Wisconsin's Public Universities



10

University of Wisconsin Madison

Fall 1969 Enrollment 35,549
CCHE Enrollment Maximim 42,000

Campus Mission

The mission of the University of Wisconsin-Madison is to furnish broad liberal and professional education at the undergraduate and graduate levels; and to engage in extensive research and scholarly inquiry. The broad but balanced development of disciplines and interdisciplinary programs at the undergraduate and graduate levels means that Madison has and will continue to have the largest concentration of graduate, professional, and research programs in the state. Continued development of excellence in graduate and research programs requires Madison to view these programs in a national as well as a statewide frame of reference. At the same time, Madison will not become primarily a graduate school. In accepting the obligation to maintain breadth and quality in its academic programs and resources and in recognizing its leadership role in higher education in Wisconsin, Madison will encourage access to and cooperative use of its resources' [illegible]her state institutions.

11

UW - Madison Program Outline

PROGRAMS	1970–1973 Requested	1970–1973 Recommended	1974–1980 Requested	1974–1980 Recommended
Undergraduate Majors				
Agricultural Chemicals*			X	
Animal Nutrition*	X			
Economics-Teaching Major	X	X		
Environmental Design	X	X		
Food Industries Engineering*			X	
Geography-Teaching Major	X	X		
Interior Design	X	X		
Interior Design-5 year program	X	X		
Laboratory Animal Science*	X			
Nursing with expanded responsibilities			X	X
Plant and Crop Protection*	X			
Psychology-Teaching Major	X	X		
Pulp and Paper Technology & Wood Science*	X			
Race Relations			X	X
Rehabilitation Education			X	
Social Studies-Broad Field	X	X		
Sociology-Teaching Major	X	X		
Turf Management*			X	
Master's Programs				
Bio-Instrumentation & Systems, MS			X	X
Biomedical Engineering, MS*	X			
Educational Technology, MS	X	X		
Environmental Health, MS	X	X		
Epidemiology of Chronic Diseases, MS			X	X
Laboratory Animal Medicine, MS*			X	
Materials Science, MS	X	Approved 6/69		
Medical Statistics, MS			X	X
Medical-Surgical Nursing, MS	X	X		
Medical Technology, MS	X	X		
Nursing Administration, MS	X	X		
Ocean Engineering, MS*	X			
Public Health Nursing, MS	X	X		
Plant Breeding & Plant Genetics, MS	X	Approved 4/69		
Radiological Technology, MS			X	X
Transportation Engineering, MS*			X	
X-ray Crystallography, MS			X	X
Specialist's Degrees				
Community Health Nurse			X	
Community Mental Health Nurse			X	
Education	X			
Doctoral Degrees				
Bio-Instrumentation & Systems, PhD			X	X
Biomedical Engineering, PhD*	X			
Doctor of Music Arts, A. Mus. D.	X	Approved 4/69		
Economic & Resource Development, PhD	X	X		
Educational Technology, PhD			X	X
Environmental Health, PhD	X	X		
Epidemiology of Chronic Diseases, PhD			X	X
Fine Arts, DFA	X			
Industrial Engineering, PhD*	X			
Landscape Architecture, PhD*	X			
Library Science, PhD*	X			
Materials Science, PhD	X	Approved 6/69		
Medical Statistics, PhD			X	X
Nursing, PhD			X	
Occupational Medicine, PhD			X	X
Ocean Engineering, PhD*	X			
Pharmacy, D. Pharm.			X	X
Plant Breeding & Plant Genetics, PhD	X	Approved 4/69		
Social Welfare, PhD	X	Approved 9/68		
Transportation Engineering, PhD*			X	
DVM*	X			

*These programs are currently under various stages of study or are already duplicated in the state. Until study has been completed or assessment of need has been made, it is inappropriate to offer staff recommendations.

12

University of Wisconsin Milwaukee

Fall 1969 Enrollment 18,978
CCHE Enrollment Maximum 25,000

Campus Mission

The mission of the University of Wisconsin-Milwaukee, in achieving major urban university status, is attuned to the instructional, research and public service requirements of a large urban community and involves facing the challenges of population growth and concentration, societal development and conflict, urban contemporary culture, lake and surface technology and research, and the need for genuine relevance and attention to urban problems in general. To achieve this mission, major emphasis will be given to the instructional program at the undergraduate and master's levels, including liberal arts and professional instruction responsive to the needs of an urban community and undergraduate instruction for commuting part-time students. Post-master's programs will continue to develop at the rate of one program per year in prescribed "areas of excellence" within twenty to twenty-five doctoral programs in basic disciplines and professional areas. Complementary research programs will round out the mission thrust.

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UW - Milwaukee Program Outline

PROGRAMS	1970-1973 Requested	1970-1973 Recommended	1974-1980 Requested	1974-1980 Recommended
Undergraduate Majors				
Afro-American Studies			X	X
Allied Health Program			X	X
Architecture Studies	X	Approved 6/69		
Bacteriology	X	X		
Biochemistry	X	X		
Computer Science	X	X		
Criminal Justice	X	Approved 6/69		
Integrated Liberal Studies	X	X		
Latin American Studies			X	X
Nursing, BN			X	X
Special Education-Emotionally Disturbed	X	X		
Training of Teacher Aides	X			
Vocational Teacher Education			X	X
Master's Programs				
Architecture, Master of Architecture	X	Approved 6/69		
Business, MS			X	X
Computer Science, MS	X	X		
Education-Communication, MA	X	X		
Education-Spanish, MA	X	X		
Engineering, MS & ME*	X			
Information Science, MS			X	X
International Education, MA			X	
MFA-Theatre Arts	X	X		
Physical Education, MA	X			
Public Health Nursing, MS	X	X		
Public Management, MS	X	X		
Statistics, MS	X	X		
Urban Communication, MA	X	X		
Urban Home Economics, MA*	X			
Urban Planning, MA/MS			X	X
Vocational/Technical School Education.MA/MS	X	X		
Doctoral Degrees				
Chemistry, PhD	X	X		
Communication			X	
Contemporary Literature, PhD*			X	
Engineering, PhD or DE*			X	
Fine Arts, DFA			X	X
History*	X			
Law School*			X	
Management, PhD*	X			
Marine Science, PhD	X	X		
MD*			X	
Philosophy			X	
Sociology, PhD			X	X
Urban Anthropology, PhD (currently under review)	X			
Urban Economics, PhD	X	Approved 6/69		
Urban Studies, PhD			X	X
Zoology			X	

*These programs are currently under various stages of study or are already duplicated in the state. Until study has been completed or assessment of need has been made, it is inappropriate to offer staff recommendations.

14

University of Wisconsin Green Bay

Fall 1969 Enrollment 1,981*
CCHE Enrollment Maximum 11,000

Campus Mission

The mission of the University of Wisconsin-Green Bay is to develop a primarily undergraduate academic program that meets the needs of commuting and regional students. The prescribed foci of the academic program include environmental sciences, community sciences, human biology, creative communication and selected professional studies. Students will be offered innovative educational opportunities that test and articulate the concept of the relevance of an environmental focus to a broader range of problems. Green Bay will develop, test, and evaluate new programs and procedures of ecological significance to the region.

*Includes only students enrolled on the new UW-Green Bay campus and the Deckner Avenue campus. The total enrollment for the UWGB complex including the Fox Valley, Manitowoc and Marinette centers is 3,419.

15

UW-Green Bay Program Outline

PROGRAMS	1970–1973 Requested	1970–1973 Recommended	1974–1980 Requested	1974–1980 Recommended
Undergraduate Programs				
Environmental Resources			X	
Foreign Languages			X	X
Human Performance	X			
Minor, Mass Communications	X			X
Minor, Public Safety Administration	X			
Minor, Recreation Resource Management	X			X
Nutritional Sciences	X			
Social Service	X	X		
Master's Programs**				
Business Administration, MBA	X			
Community Sciences, MA/MS	X			
Computer Science, MS			X	
Creative Communication, MA/MS	X			
Education (and a discipline), MA, MS, MAT	X			
Environmental Sciences, MA/MS	X			
Human Biology, MA/MS	X			
Public Administration, MPA	X			
Social Work, MA			X	
Doctoral Degrees				
Administration, PhD			X	
Man and Environment, PhD			X	

**Previous Council action has recognized that appropriate master's level graduate work may be developed at UWGB after a quality undergraduate program has been thoroughly established. At this time it is premature to identify areas of graduate emphasis at Green Bay except that they will fall within the mission focus of the institution. At least until initial review of the ten-year academic plan, this campus should concentrate on undergraduate programs.

16

University of Wisconsin Parkside

Fall 1969 Enrollment 1,011*
CCHE Enrollment Maximum 11,000

Campus Mission

The mission of the University of Wisconsin-Parkside is to develop a primarily undergraduate academic program that meets the general educational needs of commuting and regional students. Parkside will develop a unique academic program that reflects the industrial-technological character of its surrounding society and economy. Special program emphasis will be given to the economic, technological, scientific and cultural needs of a modern industrial society.

*Includes only students enrolled on the new UW-Parkside campus. The total enrollment for the UWP complex including the Kenosha and Racine centers is 2,911.

17

UW - Parkside Program Outline

PROGRAMS	1970–1973 Requested	1970–1973 Recommended	1974–1980 Requested	1974–1980 Recommended
Undergraduate Programs				
Art	X	X		
Chemical Engineering*			X	
Comparative Literature			X	
Computer Science	X	X		
Education*	X			
Graphic Arts	X	X		
History of Science & Technology	X	X		
Industrial Relations	X	X		
Mechanical Engineering*			X	
Music	X	X		
Numerical Analysis	X			X
Organizational Communications	X	X		
Regional Planning	X			
Technical Specialist	X	X		
Master's Programs**				
Administrative Science, MA/MS			X	
Chemistry, MS	X			
Economics, MA			X	
Education (with a discipline), MA/MS	X			
Engineering Science, MS			X	
Geography, MA			X	
Geology, MS			X	
History, MA			X	
International Trade, MA/MS			X	
Mathematics, MS	X			
Political Science, MA			X	
Psychology, MS			X	
Regional Planning, MS			X	
Scientific and Technical Writing, MS	X			
Sociology, MA			X	
Transportation Economics & Technology, MS			X	
Doctoral Degrees				
Specialization, Modern Industry, PhD			X	
Specialization, Technology & Science, PhD			X	

*These programs are currently under various stages of study or are already duplicated in the state. Until study has been completed or assessment of need has been made, it is inappropriate to offer staff recommendations.

**Previous Council action has recognized that appropriate master's level graduate work may be developed at UWP after a quality undergraduate program has been thoroughly established. At this time, it is premature to identify areas of graduate emphasis at Parkside except that they will fall within the mission focus of the institution. At least until initial review of the ten-year academic plan, this campus should concentrate on undergraduate programs.

18

Wisconsin State University Eau Claire

Fall 1969 Enrollment 7,846
CCHE Enrollment Maximum 12,500

Campus Mission

The mission of Wisconsin State University-Eau Claire is to provide a comprehensive undergraduate curriculum with emphasis on the liberal arts and sciences, to prepare teachers for the public schools, and to contribute to the improvement of practicing classroom teachers by offering a range of masters' programs. In addition, strong undergraduate programs in business and nursing complete Eau Claire's mission thrust. Development in the next decade will be focused on broadening the scope of the undergraduate curriculum and building the resources necessary to support a strong core of ten to twenty academic masters' programs with emphasis on the liberal arts.

19

WSU-Eau Claire Program Outline

PROGRAMS	1970–1973 Requested	1970–1973 Recommended	1974–1980 Requested	1974–1980 Recommended
Undergraduate Majors				
Botany			X	X
Health Education			X	
Library Science (media specialist)	X			
Library Science (broad field major)		X		
Medical Records Librarian			X	X
Music Theory-Composition	X			
Occupational Therapy	X	Approved 4/69		
Physical Therapy			X	
Scandinavian Area Studies			X	X
Teaching of Disadvantaged Youth	X	X		
Theatre	X	X		
Urban Studies	X			
Women's Physical Education	X			
Zoology			X	X
Master's Programs				
Art, MA	X			X
Biology, MS	X	X		
Business Administration,MBA			X	X
Economics, MA			X	X
Educational Leadership, MS	X			
French, MA	X	X		
Geography, MA or MS	X			
History, MA	X	X		
Instruction & Administration of Medical Technology, MS	X			X
Library Science, MA			X	
Mathematics, MS	X	X		
Music, MM	X			X
Political Science, MA			X	X
Psychology, MA			X	X
Social Work, MSW*	X			
Sociology, MA			X	X
Spanish, MA	X	X		
Special Education-Emotionally Disturbed, MS Ed.	X			X
Speech, MA	X			
Specialist's Degree				
Business Education	X			

*These programs are currently under various stages of study or are already offered in the state. Until study has been completed or assessment of need has been made, it is inappropriate to offer staff recommendations.

20

Wisconsin State University
La Crosse

Fall 1969 Enrollment 6,659
CCHE Enrollment Maximum 10,000

Campus Mission

The primary mission of Wisconsin State University-La Crosse is teacher education at the undergraduate level. This mission includes a broad program in the liberal arts and sciences at the undergraduate level as well as a special thrust in physical education and recreation. At the graduate level, La Crosse has mission-related strength in physical education and audio-visual education. During the next ten years, La Crosse will develop undergraduate programs in health fields related to its existing strengths in physical education and recreation and graduate programs in physical education and recreation, and perhaps electronic media as related to audio-visual education.

WSU - La Crosse Program Outline

PROGRAMS	1970–1973 Requested	1970–1973 Recommended	1974–1980 Requested	1974–1980 Recommended
Undergraduate Majors				
Accounting	X	X		
Aquatic Biology (Hydrobiology)			X	
Botany			X	X
Community Health Education (Public Health Education)	X			X
Cytotechnology			X	
Early Childhood Education	X	X		
German	X			
Health Education	X	Approved 6/69		
Management	X	X		
Microbiology	X			
Nursing	X	cooperative with Viterbo at least through 1980		
Occupational Therapy			X	X
Physical Therapy	X			X
Radio-TV-Film	X	X		
Radio-TV-Film - expansion			X	X
School of Business			X	
Social Work-expansion	X	X		
Statistics			X	X
Zoology			X	X
Master's Programs				
Business Administration, MBA	X			
Educational Administration, MS			X	
English, MA	X			
Health Education, MS			X	X
History, MA	X			
MAT	X	in selected areas		
Medical Technology, MS			X	
Psychology, MS	X	X		
Radio-TV-Film, MA			X	
Reading, MS Ed.	X			X
Recreation & Parks Administration, MS			X	X
Social Work, MSW*	X			
Specialist's Degree				
Physical Education				X
Doctoral Degrees				
Audio-visual Education, Ed. D.			X	
Physical Education, Ed. D.			X	

*These programs are currently under various stages of study or are already offered in the state. Until study has been completed or assessment of need has been made, it is inappropriate to offer staff recommendations.

22

Wisconsin State University Oshkosh

Fall 1969 Enrollment 11,149
CCHE Enrollment Maximum 15,000

Campus Mission

The mission of Wisconsin State University-Oshkosh is to provide a comprehensive undergraduate curriculum that will prepare students for work or for further study, to prepare teachers for the public schools, and to contribute to the improvement of classroom teachers or to the preparation for further graduate work by offering a range of academic masters' programs. In the decade ahead, Oshkosh will seek to accomplish its mission by emphasizing interdisciplinary studies in order to improve the synthesis and interrelatedness of what is taught. Development will also focus on strengthening the resources necessary to support a strong core of ten to twenty academic masters' programs with emphasis in the social and natural sciences.

WSU - Oshkosh
Program Outline

PROGRAMS	1970–1973 Requested	1970–1973 Recommended	1974–1980 Requested	1974–1980 Recommended
Undergraduate Majors				
American Studies			X	X
Concentration, Art History	X	X		
Insurance			X	X
Management Information Systems & Data Processing	X			
Production Management	X	X		
Radio-TV-Film	X	X		
Real Estate			X	X
Rhetoric and Public Address	X	X		
Russian Language and Literature			X	
Theater Arts	X	X		
Urban Planning			X	X
Master's Programs				
African Studies, MA			X	
Art, MA			X	X
Biology, MS	X	X		
Business Administration, MBA	X	Approved 4/69 for cooperative		
Chemistry, MS	X	X		
Curriculum and Supervision, MS Ed.	X			
Economics, MA	X			X
English, MA	X	X		
Foreign Language, MA			X	
Geography, MS			X	X
Geology, MS			X	X
International Affairs, MA			X	X
History, MA	X	X		
Nursing, MS			X	
Mathematics, MS	X	X		
Music, MM	X			X
Philosophy, MA			X	
Political Science, MA	X	X		
School Psychology, MS Ed.	X			
Social Work, MSW*	X			
Sociology, MA			X	X
Speech, MA	X			
Urban Affairs			X	
Specialist's Degree				
Counseling and Guidance	X			X

*These programs are currently under various stages of study or are already offered in the state. Until study has been completed or assessment of need has been made, it is inappropriate to offer staff recommendations.

24

Wisconsin State University Platteville

Fall 1969 Enrollment 5,032
CCHE Enrollment Maximum 8,000

Campus Mission

The primary mission of Wisconsin State University-Platteville is the preparation of teachers at the undergraduate level. This mission encompasses a broad undergraduate curriculum with special strengths in engineering, agriculture, and industry. During the next ten years, emphasis will be given to the strengthening and broadening of undergraduate offerings in engineering, industry, and agriculture and the development of initial graduate programs in mission-related strengths such as engineering and agriculture. Efforts will be made to develop such programs with a practical, as opposed to a theoretical, orientation.

WSU - Platteville Program Outline

PROGRAMS	1970–1973 Requested	1970–1973 Recommended	1974–1980 Requested	1974–1980 Recommended
Undergraduate Majors				
Agribusiness*	X			
Agricultural Engineering	X	Approved 6/69		
Agricultural Mechanization			X	X
Early Childhood Education	X	X		
Electrical Engineering*			X	
Industrial and Management Engineering*	X			
Industrial Materials Processing	X	X		
International Studies	X	X		
Mechanical Engineering*			X	
Philosophy	X	X		
Radio-TV Broadcasting	X	X		
Technical Communications	X	X		
Master's Programs				
Agricultural Industry, MS	X	Approved 4/69		
Biology, MS			X	X
Chemistry, MS			X	
Civil Engineering, MS*			X	
English, MA			X	
General Science, MST			X	MS or MST
History, MA			X	
Mathematics, MS			X	X
Music Education, MME	X			
Reading, MS Ed.			X	
Doctoral Programs				
Industrial Technical Education, Ed. D.			X	

*These programs are currently under various stages of study or are already offered in the state. Until study has been completed or assessment of need has been made, it is inappropriate to offer staff recommendations.

26

Wisconsin State University
River Falls

Fall 1969 Enrollment 4,123
CCHE Enrollment Maximum 6,000

Campus Mission

The basic mission of Wisconsin State University-River Falls is the preparation of teachers with a primary emphasis being given to undergraduate programs in agriculture for both the teacher and the practitioner. Development at the undergraduate level in the next decade will focus on revision of the agricultural offerings to reflect a changing work situation, and at the graduate level appropriate professional education and the initial graduate program in agriculture will be emphasized. In addition, a mechanism for cooperative graduate work in agriculture among River Falls, Platteville, and Madison may be implemented during this period, thus increasing the instructional and research capabilities of River Falls in its mission-related strength of agriculture.

27

WSU-River Falls Program Outline

PROGRAMS	1970–1973 Requested	1970–1973 Recommended	1974–1980 Requested	1974–1980 Recommended
Undergraduate Majors				
Accounting			X	
Agricultural Marketing	X	Approved 4/69		
Biostatistics*	X			
Finance			X	
Fine Arts (broad area)			X	X
International Studies			X	X
Philosophy	X	X		
Public Administration in Rural and Small Town Government			X	
Public Information			X	
Social Welfare	X	X		
Spanish	X	X		
Veterinary Medical Technology*			X	
Master's Programs				
Agricultural Economics, MS*	X			
American Studies, MA	X	X		
Animal Science, MS*			X	
Art, MST	X			
Biology, MS	X			X
DVM*-Professional Degree	X			
Earth Science, MST			X	MS or MST
Economics, MS			X	
Educational Diagnosis & Remediation, MS Ed.			X	X
Educational Research Service, MS Ed.			X	
Elementary School Curriculum, MS Ed.			X	X
Elementary School Supervision and Administration, MS Ed.	X			X
English, MA	X			
Learning Theory and Practice, MS Ed.	X	X		
Music Education, MME	X			
Plant and Social Science, MS*			X	
Reading, MS Ed.	X	Approved 4/69		
Speech, MA			X	
Student Personnel Services in Higher Education, MS Ed.	X			
Vocational Education, MST	X			

*These programs are currently under various stages of study or are already duplicated in the state. Until study has been completed or assessment of need has been made, it is inappropriate to offer staff recommendations.

28

Wisconsin State University
Stevens Point

Fall 1969 Enrollment 7,915
CCHE Enrollment Maximum 11,000

Campus Mission

The primary mission of Wisconsin State University-Stevens Point is the provision of a sound undergraduate education with emphasis on teacher education. Such a mission calls for a broad undergraduate curriculum. In addition, Stevens Point has special strength in home economics, natural resources, and special education. For the next ten years, academic development will focus on these three mission-related areas of strength. At both the undergraduate and graduate levels, the offerings in home economics, natural resources, and special education for those with speech and hearing defects will be stressed and enlarged as appropriate.

WSU - Stevens Point
Program Outline

PROGRAMS	1970–1973 Requested	1970–1973 Recommended	1974–1980 Requested	1974–1980 Recommended
Undergraduate Majors				
Accounting			X	
Art History	X	X		
Drama	X	X		
Early Childhood Education	X	X		
Earth Science			X	X
Junior High Education			X	X
Learning Resources			X	
Perceptually Handicapped			X	X
Physical Science			X	
Public Administration	X			
Radio-TV-Film (mass media)			X	X
Regional Planning			X	
Soil Science	X	X		
Water Resources	X	Approved 4/69		
Master's Programs				
Art, MST			X	
Biology, MS	X			X
Chemistry, MST	X			MS or MST
Deaf Education, MS			X	X
Educational Administration, MS	X			
English, MA	X			
History, MA	X			X
Home Economics Education, MS	X	Approved 4/69		
MAT	X	In selected areas		
Mathematics, MST	X			
Music Education, MME			X	
Natural Resources, MS	X	X		
Philosophy, MA	X			
Reading, MS Ed.			X	
Russian/European Studies, MA	X			
Spanish or German, MA	X			
Specializations, Home Economics, MS			X	X
Specializations, Natural Resources, MS			X	X
Specializations, Speech Pathology add Audiology, MS	X	X		

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Wisconsin State University Stout

Fall 1969 Enrollment 4,910
CCHE Enrollment Maximum 8,000

Campus Mission

The primary mission of Wisconsin State University-Stout is the emphasis on three program areas. These areas are industry and technology, home economics, and related art and design. In each area the application of knowledge constitutes the basic orientation and thrust; thus, for example, Stout's home economics program is aimed at the practitioner in medium or large scale operations rather than the individual housewife. Because of this orientation, Stout's mission does not encompass a broad scope of undergraduate programs in the liberal arts and sciences. Another part of the basic mission is teacher preparation as related to the three areas of emphasis. Over the next decade developments in the areas of strength will occur at both the undergraduate and graduate levels.

WSU - Stout
Program Outline

PROGRAMS	1970–1973 Requested	1970–1973 Recommended	1974–1980 Requested	1974–1980 Recommended
Undergraduate Majors				
Child Development-Family Life	X	X		
Engineering Technology	X	X		
Food Science and Nutrition	X	X		
Industrial Communications			X	
Radio and TV Production			X	X
Safety Education			X	X
Vocational Rehabilitation	X	Approved 4/69		
Master's Programs				
Art, MA and MFA			X	
Child Development-Family Life, MS			X	
Distributive Education, MS			X	
Educational Media, MS				X
Industrial Safety, MS			X	X
Industrial Technology, MS	X	X		
Student Personnel Services–Vocational/ Technical, MS			X	X
Specialist's Degrees				
Educational Media			X	
Home Economics Education			X	
Vocational Education-Guidance	X			
Vocational Rehabilitation			X	X
Doctoral Degrees				
Educational Media, Ed. D.			X	
Industrial Education, Ed. D.			X	emphasis to be reviewed
Vocational Education-Guidance, Ed. D.			X	

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Wisconsin State University Superior

Fall 1969 Enrollment 3,143
CCHE Enrollment Maximum 7,000

Campus Mission

The primary mission of Wisconsin State University-Superior is teacher education at the undergraduate and graduate levels. At the undergraduate level, the mission is supported by comprehensive offerings in most disciplines. Because Superior functions to a degree as a regional education center for northern Wisconsin, a breadth and depth of graduate offerings has developed as a part of the university's effort to provide opportunity for classroom teachers to improve their preparation. In the future, most of the development will continue to be oriented to teacher preparation as existing programs are strengthened and new programs and degrees are added where appropriate. Superior will also add a limited number of academic masters' programs with emphasis in the dramatic and fine arts.

WSU - Superior Program Outline

PROGRAMS	1970–1973 Requested	1970–1973 Recommended	1974–1980 Requested	1974–1980 Recommended
Undergraduate Majors				
American Studies	X	Approved 4/69		
Dance			X	
Earth Science			X	X
International Studies	X	Approved 4/69		
Medical Records Science			X	
Philosophy			X	X
Radio-TV-Film	X	X		
Social Work			X	X
Teaching of Culturally Disadvantaged Children	X	X		
Theatre/Drama	X	X		
Master's Programs				
Art, MFA			X	X
Biology, MS	X			X
English, MA	X			X
History, MA	X			
Instructional Media Specialist, MS Ed.			X	
Reading, MS Ed.	X			X
School Business Management, MS Ed.	X	X		
Specialist's Degrees				
Guidance and Counseling	X			X
Science and Mathematics Education	X			
Doctoral Degrees				
School Administration, Ed. D.			X	

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Wisconsin State University Whitewater

Fall 1969 Enrollment 9,759
CCHE Enrollment Maximum 12,500

Campus Mission

The basic mission of Wisconsin State University-Whitewater at both the undergraduate and graduate levels is essentially teacher education, in general, and business administration and education, in particular. In addition to its central mission thrusts, Whitewater also offers a broad range of undergraduate programs in the arts and sciences. Over the next decade, the university will develop specialized programs in education at all levels with new advanced degrees to be added when appropriate. Business offerings will also be expanded at the undergraduate and graduate levels.

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WSU - Whitewater
Program Outline

PROGRAMS	1970–1973 Requested	1970–1973 Recommended	1974–1980 Requested	1974–1980 Recommended
Undergraduate Majors				
Anthropology			X	X
Art History	X	X		
BBA-Economics	X	X		
BFA			X	
BM			X	
Comparative Religion			X	X
Interdisciplinary Majors-Junior High School Teachers			X	X
International Business Administration			X	
International Studies	X	Approved 4/69		
Management Information Systems			X	
Philosophy	X	X		
Office Administration	X			X
Russian			X	
Safety Education	X	X		
Social Welfare	X	X		
Special Education-selected areas	X	X		
Master's Programs				
Art, MFA			X	X
Biology, MS	X			
Business Administration, MBA	X	X		
Comparative Education, MS Ed.			X	X
Economics, MST	X			MA or MST
Educational Administration, MS Ed.	X			X
Educational Psychology, MS Ed.	X	X		
English, MA	X			X
Finance, MS			X	
Geography, MS	X			X
Guidance and Counseling, MS	X	Approved 7/69		
History, MA	X			
Instructional Media, MS Ed.	X			
Management, MS			X	
Marketing, MS			X	
Mathematics, MST	X	MS or MST		
Physics, MST	X			
Political Science, MST	X			
Special Education-Emotionally Disturbed, MS Ed.	X	Approved 4/69		
Special Education-selected areas, MS Ed.			X	X
Specialist's Degrees				
Business Education	X	X		
Educational Administration			X	
Elementary Mathematics			X	
Guidance and Counseling			X	
Reading			X	X
Doctoral Degrees				
Business Education, Ed. D.			X	
Elementary Education, Ed. D.			X	

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UNIVERSITY OF WISCONSIN–UNIVERSITY EXTENSION

Mission

The mission of the University of Wisconsin-University Extension is to extend knowledge to the part-time student through a problem-analysis/problem-solving approach that applies the research done by University faculty and students to the needs of society. Extension offers the citizen of Wisconsin a lifetime program of continuing education, and its programs can be focused on the needs and problems of individuals, families, businesses, industries, communities, or public agencies and institutions. University of Wisconsin-University Extension will exercise leadership in organizing talent and research results from all institutions of higher learning in the state in its efforts to assure that the knowledge explosion does not out-distance society at large. Extension cannot be viewed as a single system effort but must involve, on a partnership basis, the resources of the three systems of higher education in Wisconsin.

TWO-YEAR CAMPUSES

Sixteen two-year collegiate campuses exist in Wisconsin and a seventeenth is operating on a trial basis. These campuses are administered by seven different units in two systems, but they have a common mission and for that reason can be treated in a single mission statement.

Mission

The mission of two-year collegiate campuses in Wisconsin is to provide a freshman-sophomore curriculum as enrollments demand and resources permit. These campuses seek to provide relevant classroom experience for their students as the students prepare for transition to a larger campus environment and to upper division or professional curricula.

University of Wisconsin Center System

Baraboo-Sauk County Campus
Marathon County Campus
Marshfield-Wood County Campus
Rock County Campus
Sheboygan County Campus
Washington County Campus
Waukesha County Campus

University of Wisconsin-Green Bay

Fox Valley Campus
*Green Bay Campus-Deckner Avenue
Manitowoc County Campus
Marinette County Campus

University of Wisconsin-Parkside

*Kenosha Campus
*Racine Campus

Wisconsin State University Branch Campuses
Barron County Campus-Stout State University
Richland County Campus-Wisconsin State University-Platteville
Fond du Lac County Center-Wisconsin State University-Oshkosh
Taylor County Campus-Wisconsin State University-Stevens Point

*The Deckner Avenue (UWGB), Kenosha and Racine campuses (UWP) will be managed as integral units of those campuses until adequate physical facilities are available on the main campuses. The University of Wisconsin indicates that the Kenosha and Racine centers will be returned to the city and/or county ownership and that the Deckner Avenue campus will be diverted to other educational use when facilities are available on the parent campuses.

Additional Development in the State Universities

In addition, between 1970-73, one or two additional graduate programs in each of the following fields will be developed in the WSU system, provided need can be demonstrated:

Art
Music
Speech
Geography
English
History
Economics
Biology
Educational Administration
Guidance and Counseling--Specialist's Degree

Graduate Programs in Basic Disciplines

GRADUATE PROGRAMS IN BASIC DISCIPLINES—EXISTING AND RECOMMENDED IN ACADEMIC PLAN 1970-1980

Programs	Existing	Recommended 1970–1973	Recommended 1974–1980
Art			
UW-Madison	PhD, MA		
UW-Milwaukee	MA		
WSU-Eau Claire			MA
WSU-Oshkosh	MST		MA
WSU-Superior	MST ,MA		MFA
WSU-Whitewater			MFA
WSU Campuses (1 or 2 additional)		MA	
Biology			
UW-Madison	PhD, MS		
UW-Milwaukee	MS		
WSU-Eau Claire	MST	MS	
WSU-La Crosse	MS		
WSU-Oshkosh	MST	MS	
WSU-Platteville	MST		MS
WSU-River Falls	MST		MS
WSU-Stevens Point	MST		MS
WSU-Superior	MST		MS
WSU-Whitewater	MST		
WSU Campuses (1 or 2 additional)		MS	
Business Administration/Management			
UW-Madison	PhD, MBA		
UW-Milwaukee	MBA		
WSU-Eau Claire			MBA
WSU-Oshkosh	MBA		
WSU-Whitewater		MBA	
Chemistry			
UW-Madison	PhD, MS		
UW-Milwaukee	MS		

(Continued next page.)

GRADUATE PROGRAMS IN BASIC DISCIPLINES—EXISTING AND RECOMMENDED IN ACADEMIC PLAN 1970-1980

Programs	Existing	Recommended 1970–1973	Recommended 1974–1980
WSU-Eau Claire	MS		
WSU- La Crosse	MST		
WSU-Oshkosh	MST	MS	
WSU-Platteville	MST		
WSU-River Falls	MST		
WSU-Stevens Point			MS
WSU-Superior	MST		
Computer Science/Information Science			
UW-Madison	PhD, MS		
UW-Milwaukee		MS (computer)	MS (information)
Economics			
UW-Madison	PhD, MA		
UW-Milwaukee	PhD, MA		
WSU-Eau Claire	MST		MA
WSU-La Crosse	MST		
WSU-Oshkosh			MA
WSU-Superior	MST		
WSU-Whitewater			MA
WSU-Campuses (1 or 2 additional)		MA	
Educational Administration			
UW-Madison	PhD, MS		
UW-Milwaukee	MS		
WSU-River Falls			MS
WSU-Superior	MS ED		
WSU-Whitewater			MS
WSU Campuses (1 or 2 additional)		MS	
Educational Media/Educational Technology/ Audio Visual			
UW-Madison		MS	
UW-Milwaukee	MS		
WSU-La Crosse	MS		
WSU-Stout	MS		
Engineering			
UW-Madison	PhD, MS		
UW-Milwaukee	MS		
English			
UW-Madison	PhD, MA		

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GRADUATE PROGRAMS IN BASIC DISCIPLINES—EXISTING AND RECOMMENDED IN ACADEMIC PLAN 1970-1980

Programs	Existing	Recommended 1970–1973	Recommended 1974–1980
UW-Milwaukee	PhD, MA		
WSU-Eau Claire	MA		
WSU-La Crosse	MST		
WSU-Oshkosh	MST	MA	
WSU-Platteville	MST		
WSU-River Falls	MST		
WSU-Stevens Point	MST		
WSU-Superior	MST		MA
WSU-Whitewater	MST		MA
WSU Campuses (1 or 2 additional)		MA	
Geography			
UW-Madison	PhD, MA		
UW-Milwaukee	PhD, MA		
WSU-Eau Claire	MST		
WSU-Oshkosh	MST		MA
WSU-Superior	MST		
WSU-Whitewater	MST		MA
WSU Campuses (1 or 2 additional)		MA	
Geology			
UW-Madison	PhD, MS		
UW-Milwaukee	MS		
WSU-Oshkosh			MS
WSU-Superior	MST		
Guidance and Counseling	No Ed. Sp.		
WSU-Oshkosh			Ed. Sp.
WSU-Superior			Ed. Sp.
WSU Campuses (1 or 2 additional)		Ed. Sp.	
History			
UW-Madison	PhD, MA		
UW-Milwaukee	MA		
WSU-Eau Claire	MST	MA	
WSU-Oshkosh	MST	MA	
WSU-Platteville	MST		
WSU-River Falls	MST		
WSU-Stevens Point	MST		MA
WSU-Superior	MST		
WSU-Whitewater	MST		
WSU Campuses (1 or 2 additional)		MA	

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GRADUATE PROGRAMS IN BASIC DISCIPLINES—EXISTING AND RECOMMENDED IN ACADEMIC PLAN 1970-1980

Programs	Existing	Recommended 1970–1973	Recommended 1974–1980
Mathematics			
UW-Madison	PhD, MS		
UW-Milwaukee	PhD, MS		
WSU-Eau Claire	MST	MS	
WSU-La Crosse	MST		
WSU-Oshkosh	MST	MS	
WSU-Platteville	MST		MS
WSU-River Falls	MST		
WSU-Superior	MST		
WSU-Whitewater		MS	
Music			
UW-Madison	PhD, MA		
UW-Milwaukee	MA		
WSU-Eau Claire	MST		MA
WSU-Oshkosh	MST		MA
WSU-Platteville	MST		
WSU-Stevens Point	MST		
WSU-Superior	MST		
WSU Campuses (1 or 2 additional)		MA	
Political Science			
UW-Madison	PhD, MA		
UW-Milwaukee	PhD, MA		
WSU-Eau Claire	MST		MA
WSU-La Crosse	MST		
WSU-Oshkosh		MA	
WSU-Superior	MST		
Psychology			
UW-Madison	PhD, MS		
UW-Milwaukee	PhD, MS		
WSU-Eau Claire			MS
WSU-La Crosse		MS	
WSU-Oshkosh	MS		
Reading			
WSU-La Crosse			MS Ed.
WSU-Oshkosh	MS Ed.		
WSU-River Falls	MS Ed.		
WSU-Superior			MS Ed.
WSU-Whitewater	MS Ed.		

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GRADUATE PROGRAMS IN BASIC DISCIPLINES—EXISTING AND RECOMMENDED IN ACADEMIC PLAN 1970-1980

Programs	Existing	Recommended 1970–1973	Recommended 1974–1980
Sociology			
UW-Madison	PhD, MA		
UW-Milwaukee	MA		
WSU-Eau Claire	MST		MA
WSU-La Crosse	MST		
WSU-Oshkosh			MA
WSU-Superior	MST		
Spanish			
UW-Madison	PhD, MA		
UW-Milwaukee	MA		
WSU-Eau Claire		MA	
Speech			
UW-Madison	PhD, MA		
UW-Milwaukee	MA		
WSU-Eau Claire	MST		
WSU-La Crosse	MST		
WSU-Oshkosh	MST		
WSU-Platteville	MST		
WSU-River Falls	MST		
WSU-Stevens Point	MST		
WSU-Superior	MA		
WSU-Whitewater	MST		
WSU Campuses (1 or 2 additional)		MA	
Special Education			
UW-Madison	MS, MS Ed.		
UW-Milwaukee	MS, MS Ed.		
WSU-Eau Claire			MS, MS Ed.
WSU-La Crosse	MS, MS Ed.		
WSU-Oshkosh	MS, MS Ed.		
WSU-Whitewater	MS, MS Ed.		MS, MS Ed.
Technology, Medical			
UW-Madison		MS	
WSU-Eau Claire			MS
Urban/Regional Planning			
UW-Madison	PhD, MS		
UW-Milwaukee			MS

Part Four:
Procedures for Council Review of the Academic Plan

To adopt a rigid ten-year academic plan would deny the substantial evidence of the failure of similar inflexible planning documents. Further, such action would minimize the crucial role of the hundreds of knowledgeable subject matter specialists and curricular planners in the institutions of the state to whom state planning agencies must turn for advice. To this end, a review and modification process has been built into the plan.

It seems advisable to review, modify if necessary, and present the changes to the Council every three years, or in 1972, 1975, and 1978. Even more significant is the method proposed for implementing the plan. Following Council adoption of the *Academic Plan,* it is proposed that the staff take the plan to the campuses of the state where it can be explained, discussed, and adjusted in detail. It is not suggested that the plan initially be altered in scope but that the realities of the campus be considered in terms of specific programs. For example, experience may indicate that a particular campus may be better prepared to offer a master's in sociology rather than economics while another may be capable of offering the economics program. At the same time, campus commitment to plan for in-service extension graduate work should be reviewed.

In addition, a ten-year academic plan should not be considered to be a restrictive document in terms of new academic areas which might be opened by new discoveries or new combinations of knowledge. As these developments occur, review and modification will be required to relate new fields of study of state needs. It should, however, be clear that until review, the proposed plan is restrictive in terms of the existing well-established academic areas.

In conclusion, long-range academic planning is a tenuous endeavor that involves many intangible and unpredictable elements. The timing of program development is almost impossible to predict very far in advance because it depends upon the favorable merging of varied activities that may proceed at rates which cannot be managed at the CCHE level. During the next decade, there will be new program directions that transcend a view at a fixed point in time. Nevertheless, given the uncertainties involved, the Council must meet its responsibilities by formulating a plan that will be used as a framework by public universities.

THE COUNCIL ENDORSES the review and modification process for the Academic Plan as outlined in Part Four.

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CCHE Review of Minors, MST Programs

Closely related to long-range academic planning are the questions of the kinds of programs appropriately reviewed by the Council and the kinds of master's degrees appropriate for public school teachers. Since the Council has discussed these topics in the past, recommendations can now be considered. If the academic growth of public institutions is to remain consistent with missions and responsive to the needs of the people, the Council endorses the request

1. that beginning in 1970, the University of Wisconsin and the Wisconsin State Universities submit for its review all new minors without a corresponding major and all new and unique course sequences of more than 14 hours; and

2. that all Wisconsin State Universities review the appropriateness and enrollments in existing MST degree offerings and report to the CCHE on the need for revision, consolidation, or elimination of these programs.

Part Five:
Council Policies on Specialized Academic Areas of Need

Since the development of the Council's *Provisional Long-Range Plan for Public Higher Education in Wisconsin* in 1967, a series of policy studies in areas of identified strategic demand have received careful and detailed CCHE study. A number of these reports were developed over more than a year of research and planning by advisory committees working closely with the Council staff. Members on each of the CCHE advisory committees were recognized authorities in the professional fields under study, and their contributions greatly aided the staff in making its final analyses.

The policy recommendations resulting from these specialized studies follow:

Financing Two-Year Institutions
THE COUNCIL ENDORSES:

1. Two-year institutions serving as the focal point for meeting the continuing and adult education needs of their localities; however, no curricula above the freshman-sophomore level should be offered by these campuses.

2. The University centers and branch campuses of the State Universities remaining nonresidency institutions serving primarily commuting students; no state funds should be allocated for the planning, construction, or operation of residence halls at these campuses.

3. Establishing the basic fee for full-time resident students enrolled in a liberal arts collegiate transfer curriculum at the technical colleges at a percentage of total operating costs equivalent to that used for but not to exceed the dollar amount charged by the centers and branches, so that full-time resident fees for all collegiate transfer courses in two-year institutions of public higher education (whether a center, branch campus, or technical college) is computed on equivalent bases.

4. Establishing the per credit fee for part-time resident students enrolled in a liberal arts curriculum according to a uniform credit load for the two-year institutions of all three public higher education systems in Wisconsin, provided that the per credit fee at the technical colleges not exceed that charged by the centers and branch campuses.

5. Not applying tuition reimbursements among area vocational-technical districts to liberal arts collegiate transfer programs where such opportunity is available in the district of residence.

6. The Regents of the University of Wisconsin and the Board of Regents of Wisconsin State Universities considering state funding of the total cost of custodial services, utilities, repairs and improvements for those localities supporting centers and branch campuses which consent, in revised lease agreements, to finance and construct the physical facilities necessary to accommodate the student enrollments estimated by the systems and approved by the CCHE for each individual collegiate two-year campus.

7. The Wisconsin Board of Vocational, Technical and Adult Education defining and implementing additional program quality standards for those district operations eligible for state aid.

8. The Wisconsin Board of Vocational, Technical and Adult Education considering alternative aid formulae, particularly a modified ability-to-pay formula.

Architecture

THE COUNCIL ENDORSES:

1. Establishment of a "four-plus-two" professional school of architecture at the University of Wisconsin-Milwaukee, with the first BS degrees in architectural studies to be given in 1971, and the first MS degrees to be awarded in 1973.

2. Development of two-year pre-professional architecture programs at those State Universities which offer such curricula on the basis of presently authorized resources, and the expansion of Platteville's pre-professional program to three years.

3. Cooperative planning with the University of Wisconsin and the State Universities systems to insure transferability of the credits earned on WSU campuses to the UW-Milwaukee program.

4. Provision for as many associate degree and one- and two-year diploma programs by Vocational, Technical and Adult Schools in supporting architectural fields as are required to meet statewide and area needs.

5. Evaluation of the master plan for architectural education in Wisconsin at least every five years, in coordination with National Architecture Accrediting Board review, to determine what adjustments might be appropriate. Need, student demand, and a range of qualitative factors, such as particular institutional strengths, will be the important considerations in any such re-evaluation.

6. Discontinuance of the state-funded Tuition Reimbursement Program for new Wisconsin applicants at out-of-state schools, beginning in September 1969.

Forestry

THE COUNCIL ENDORSES:

1. Expansion of graduate and research programs at the University of Wisconsin, Madison.

2. Implementation of undergraduate majors with a broad interdisciplinary focus at UW-Madison and WSU-Stevens Point.

3. Cooperative efforts between the two institutions as provided for in the policy report.

4. Establishment of an inter-university standing committee charged with reviewing curriculum and staff development at Madison and Stevens Point so as to insure "maximum quality in each academic program and maximum cooperation between the two universities." Such a committee should report at least annually to the CCHE.

5. Determination by the State Board of Vocational, Technical and Adult Education of the overall need for additional associate degree and vocational curricula in forestry-related fields.

6. Creation of a standing advisory committee--consisting of public and private educators, state and federal agency representatives, and professional foresters--to promote closer liaison between forestry education and research and forest management, and to advance suitable recommendations to the inter-university committee, the higher educational systems, and the CCHE.

7. Discontinuance of the Tuition Reimbursement Program for new Wisconsin applicants at out-of-state colleges, beginning in September 1969. The policy does not affect students currently qualified to receive tuition grants in forestry.

Social Welfare

THE COUNCIL ENDORSES:

1. Development by the Wisconsin Board of Vocational, Technical and Adult Education of sub-baccalaureate training programs to prepare personnel for the emerging variety of auxiliary social welfare occupations, with a pilot associate degree program to be established in Milwaukee or Madison as soon as possible.

2. Development of several pilot programs at the vocational diploma level as special programs tied directly to newly-developing employment opportunities.

3. Establishment of courses in social welfare at every publicly supported baccalaureate degree granting institution in Wisconsin and, as feasible, establishment of a social welfare major at each senior campus.

4. Expanding social work education at the master's degree level as follows: More rapid expansion of both existing master's degree programs and the development of one additional new school of social work at a State University. Before other schools are recommended, an examination should again be made of the existing social welfare education and employment situation. At that time it is conceivable that additional programs will be needed at several levels including the doctoral level.

5. Continuing post-baccalaureate level courses in social work at the University of Wisconsin Extension Department of Social Work with particular emphasis upon providing the courses necessary to complete the requirements for the first semester

of a professional degree program in social work. Noncredit, in-service, baccalaureate and professional level courses should be provided through the coordinated extension efforts of the three systems.

6. Establishing a doctoral program in social welfare in Wisconsin as promptly as possible.

7. Reconvening of the CCHE Advisory Committee on Social Welfare Education upon receipt of proposals for any new programs in the social welfare field, including the undergraduate major, the post-baccalaureate professional degree program, and the doctoral program to review the request and make a recommendation to the CCHE.

Law Enforcement

THE COUNCIL ENDORSES:

1. Creation of a Law Enforcement Standards Board.

2. Immediate consideration of the feasibility of establishing a law enforcement training academy which could be used by all of the police departments in the state for both basic and in-service training whether conducted at the academy or on a regional basis.

3. Providing state funds to local law enforcement agencies to enable them to make more effective use of existing in-service training tools.

4. Exploration by the Wisconsin Board of Vocational, Technical and Adult Education of the feasibility of special programs for under-qualified applicants to equip them to compete successfully in law enforcement civil service examinations.

5. Expansion of extension programs for law enforcement personnel in administrative and specialty areas by the University of Wisconsin and Wisconsin State Universities.

6. Development of course offerings in the public higher educational systems that will permit the officer to mesh part-time post-high school work with the unusual job schedule dictated by the around-the-clock nature of police operations.

7. Establishment by the public systems of a limited number of two- and four-year degree programs.

8. Requiring any public collegiate institution desiring to obtain federal funds to plan a program to seek prior approval from its board of regents and the CCHE to assure that programs are located at the most advantageous points in the state and that the optimum number of such programs is not exceeded.

9. Exploring the desirability of internship programs in law enforcement with those institutions having two- or four-year degree courses.

10. Making available general course offerings dealing with the role of the police in higher educational institutions so that all students--including those preparing for teaching careers--might be exposed to the problems of law enforcement in a democratic society.

11. Continuing, and, if necessary, expanding programs of research in law enforcement problem areas and in curriculum development in the public higher educational systems.

Traffic and Safety Education

THE COUNCIL ENDORSES:

1. The graduation of fewer, but better prepared, candidates in traffic and safety education.

2. Development of quality in-depth undergraduate programs in traffic and safety education at the Wisconsin State Universities of Oshkosh, Platteville, Stout, and Whitewater, which are well-located geographically in the state. The undergraduate program may be either a minor or a major; the decision should rest with the individual institution, subject to Board of Regents and CCHE approval.

3. Initial development of graduate and research efforts at the University of Wisconsin, Madison. As program strengths develop in the State Universities and further research needs are evident, some graduate research functions may be shared.

4. Phasing out of limited course offerings at those institutions not selected to offer undergraduate or graduate programs in traffic and safety education.

5. Guidelines for program development to the institutions preparing traffic and safety education specialists.

6. Minimum driver education simulator laboratories and permanent multiple-car driving range laboratories at those institutions selected to offer undergraduate programs.

7. Identification and seeking of special funds at the university, state, and federal levels to support traffic and safety programs in the selected universities so that they are in fact capable of expanding and improving their traffic and safety education programs.

8. Development and expansion of programs by the selected institutions that choose a unique emphasis which will meet the needs of the state and also capitalize on existing strengths and particularly strong courses and program offerings in supporting departments.

9. Offering extension courses on a statewide, uniform, coordinated, and limited basis through University Extension or the institutions designated for traffic and safety education programs. Courses requiring laboratory experience should not be offered in extension except where adequate laboratory facilities are available.

10. Establishing an interdisciplinary traffic and safety center on the Madison campus of the University of Wisconsin.

11. Raising the certification requirement for teachers and supervisors of traffic and safety education and driver education to at least a minor by 1971.

12. Giving special attention to industrial safety in developing programs. The Wisconsin Board of Vocational, Technical and Adult Education should consider development of associate degree programs in this area.

13. Evaluation of traffic and safety education programs in 1971 to determine both the effectiveness of the present recommendations and the need for further modification of the programs.

14. Exploring the possibility of developing a traffic and safety education program for the Milwaukee area with private institutions.

University of Wisconsin-Parkside Undergraduate Program

THE COUNCIL ENDORSES:

The undergraduate academic program for the University of Wisconsin-Parkside with its unique mission adapted to the industrial society role of southeastern Wisconsin as adopted in January 1969.

University of Wisconsin-Green Bay Undergraduate Program

THE COUNCIL ENDORSES:

The undergraduate academic program for the University of Wisconsin-Green Bay with its unique mission adapted to the ecological problems of northeastern Wisconsin as adopted in March 1968.

University of Wisconsin-Milwaukee Major Urban University Status

THE COUNCIL ENDORSES:

The goal of a major urban university--as one of the top 100 universities in the nation--for the University of Wisconsin-Milwaukee as adopted in July 1968.

Part Six: Enrollment Maximums and the Academic Plan

For the past decade higher education has experienced an unprecedented, and to some extent, unforeseen growth in enrollment. One consequence of the rapid growth has been the focusing of attention on the short-range problems of meeting immediate demands. In general it appears that little attention has been given to long-range enrollment objectives except to plan for increased numbers of students at each institution. It is apparent that separate campus long-range planning efforts cause problems at both the state and local levels when the plans are based upon unlimited enrollment anticipation for each campus.

At the state level, educational as well as other state agencies and private institutions are troubled by the questions related to proper allocation of planning funds, advance purchase of expensive properties, approval of new programs and allocation of new facilities. Coordinated efforts are thus hampered not only by normal growth but by overlapping campus aspirations that naturally lead each system or each institution to plan for what may be a disproportionate share of qualified students from the available college-age pool.

The evidence suggests that enrollment planning maximums for Wisconsin's public universities should be implemented if orderly, coordinated use of the state's resources is to occur. The CCHE has made some of the decisions and collected some of the data upon which a more meaningful allocation of resources, based upon limited campus enrollments can be determined. With the best available information for the next 16 years, the CCHE has projected per-campus public university enrollments to 1977 and the total public university enrollment to 1984. These projections indicate a peak enrollment of slightly over 186,000 students in public universities in 1980, with a subsequent decline to approximately 175,000 students in 1984.

The assigned responsibilities of the CCHE in long-range planning for public higher education can be most effectively implemented under an approved policy establishing a maximum enrollment for each campus.

Use of enrollment planning maximums represents new policy for public higher education in Wisconsin. In the past, institutions have grown at their own rates with little attention to their ultimate potential or to the effect of their growth on other institutions. The creation in 1965 of two new four-year undergraduate campuses represented a recognition on the part of legislative and educational leaders that something needed to be done about the enrollment situation at several campuses. The recommended concept of enrollment maximums is a logical extension of the earlier recognition of this need to slow growth on selected campuses.

Enrollment Maximum Assumptions

Certain assumptions underlying the policy of campus enrollment maximums are clarified below:

1. The new policy is recommended on the assumption that enrollment planning maximums are consistent with the traditional open-door policy in Wisconsin. Use of these limits assumes that an increasing ratio of high school graduates will seek collegiate experiences and that opportunities will be expanded by means of new and relevant programs. Use of enrollment planning maximums assumes that each campus will adopt policies to insure top priority for commuter students and students of limited means. Application of such policy will assure that late-hour, part-time, and extension students will be served along with the regular day-time students covered by the maximums. The projection of 186,000 students is on a head count basis including the best estimates of full- and part-time, day and evening undergraduate and graduate students.

2. Enrollment planning maximums are founded upon an assumption that complete freedom of choice is not feasible. Carried to the logical end, an open-door/freedom-of-choice policy might be used by some as the rationale for arguing that all programs must be available on all campuses.

3. In developing the enrollment planning maximums it has been assumed that the systems and institutions have been using CCHE enrollment projections as the basis for planning. If this assumption is correct, the proposed limits should require very little revision in planning since the maximums, with few exceptions, closely approximate the projections.

4. Enrollment planning maximums are proposed on the assumption that sufficient opportunities for higher education exist so that students will not be forced to attend a campus merely because it has not reached its enrollment limit. Wisconsin has been generous in providing higher education opportunities for its citizens and more than one possibility exists in every region of the state. Duplicating programs have been approved on the basis that an adequate range of undergraduate educational opportunities should be provided for all areas of the state. The suggestion that the use of enrollment maximums will add an unwarranted restriction to the educational choices of students is not substantiated in fact. Further, it is incorrect to assume that students will be forced to attend a more expensive campus because of enrollment limits.

5. Enrollment planning maximums are founded on the assumption that control of the major factors affecting the availability of educational opportunity at an institution rests in the hands of the systems and institutions rather than the CCHE. Each institution, through its respective board, sets admissions policy, develops programs, establishes course and major requirements, determines acceptable academic performance, sets transfer policy, and awards degrees. Realistically, these factors, more than enrollment planning maximums, will determine the flexibility and availability of educational opportunity in Wisconsin.

6. Enrollment planning maximums are proposed on the assumption that availability of regional opportunity is not the dominant factor in attendance patterns of state students. For example, recent staff research shows that Oshkosh and Whitewater drew less than forty percent of their 1967-68 new freshmen from the county containing the campus and the adjacent counties. Thus, it appears that a high degree of diversity can be maintained without undue restriction on educational opportunities.

7. The new policy has been developed on the assumption that significant expansion of vocational-technical education will occur and that more and more students will find that this type of post-high school education best meets their needs.

8. A major assumption underlying enrollment planning maximums is that Wisconsin already has enough four-year public collegiate campuses. Current CCHE policy maintains a moratorium on the development of additional campuses and this policy appears to be sound. Wisconsin has enough institutions to handle the peak enrollment, provided statewide planning is implemented. Further, no need is anticipated for the expansion of existing two-year centers and branches into four-year institutions. The two-year campuses are an integral part of higher education in Wisconsin and, along with the appropriate vocational schools, they should continue to strive for excellence in freshman and sophomore instruction rather than seek broader responsibilities. If the Council changes this policy or if the situation is changed by other means such as a further restriction on nonresident students, the enrollment maximums recommended for all campuses may have to be revised downward.

Advantages of Campus Enrollment Maximums

The concept of enrollment planning maximums has been proposed in its present form because it will produce maximum benefits and yet provide the campuses with maximum flexibility. As was noted above, enrollment planning maximums will be the foundation of long-range planning. Unless planning focuses on some kind of common framework there appears to be little need to use the term coordination. Without enrollment maximums, planning in different areas may proceed on different assumptions. It is difficult to over-emphasize the importance of enrollment maximums in fulfilling the Council's major responsibility for coordinated long-range planning.

Academic planning at institutional, system, and statewide levels will be strengthened by the use of the maximums and in this sense the limits are academically desirable. Proliferation and duplication of programs are less likely to develop when each campus seeks to define and accomplish its mission within the framework of a definite number of students. Such defined growth should assist the universities in identifying strengths, assigning priorities, and encouraging excellence in achieving institutional goals. Using an enrollment planning maximum, an institution would have to decide what kinds of students to admit and what programs to emphasize. Flexibility of program growth will not be affected by the use of enrollment planning maximums. As new ideas are generated, programs can be developed. Only realistic restrictions on program development would be caused by enrollment limits, and it has always been assumed that such restrictions have operated in the past. Meaningful program reevaluation and dynamics should be encouraged by enrollment maximums.

Facility planning will be improved through the use of enrollment planning maximums. More accurate projections of space requirements and types of buildings can be made. The use of enrollment maximums along with other information will enable the systems and the CCHE to determine and design basic core facilities so that they can be expanded as enrollments approach the maximums. From the management standpoint, planning maximums coupled with academic missions permit better design and utilization of classrooms and laboratories. For example, the institutions could better match section sizes to room capacity thereby creating a balance of small, medium and large rooms for scheduling purposes. Enrollment maximums would also help to predict the supporting facilities required -- facilities which may otherwise be expensive surprises. Finally, and most significant, the use of this concept will permit the orderly physical development of each campus at a lesser cost to the state. The physical realities on campuses also support the use of enrollment planning maximums. The acreage at several campuses is limited. Additional land is expensive and in several cases the expansion of the campus may prove to be disruptive of the surrounding community. With enrollment maximums the needs and growth patterns of campuses can be determined more accurately to the benefit of all concerned.

The financial benefits derived from the use of enrollment planning maximums are obvious. Avoidance of unnecessary program duplication and savings in physical development have already been mentioned. Perhaps more important is the framework for budgetary planning and development which enrollment maximums would provide. At a time when the demands on the state's resources are becoming more stringent, it behooves higher education to do all it can to insure the optimum utilization of the state's resources.

An important reason for the use of enrollment planning maximums is to aid coordinated campus-community planning. At the present time there is often uncertainty about the future growth of the university in each community. Residents hear one figure from one source, read another in the papers, and may act on the basis of still another. Decisions concerning utilities extensions, zoning problems, and land values need to be made with a background of valid information. As the table in this section shows, the relationship between the size of the campus and the size of the city has changed radically in some instances as the universities have grown more rapidly than the communities where they are located.

Even when a community plans for an institution having more students than the community, many problems arise. Police and fire protection become a major concern; altered traffic patterns create new needs; the impact on local taxes has to be calculated. Less tangible, but perhaps more significant, sociological changes and problems arise when a campus tends to overwhelm a community. In many cases these problems must be faced whether there are enrollment planning maximums or not, but the use of such limits at least provides communities with an approved figure to use in their planning.

Application of the Campus Maximums

The present approach to enrollment planning maximums is recommended because the staff believes it offers the campuses maximum flexibility. Other states have tried or are trying different approaches that are more rigid. Illinois proposes to freeze the freshman-sophomore enrollment in senior colleges at the 1972 level. Texas has drawn

yearly enrollment maximums that extend to 1980. California limits the enrollment in the University of California system to the top 12½ percent of each high school graduating class. In contrast to these states, Wisconsin's approach leaves the door open to the continued development of diversity. No institution is held at its present enrollment. No timetable is established for reaching the maximums. As a means of providing flexibility, the staff believes that the maximum should be applied to all students, not merely to undergraduates.

In developing enrollment planning maximums the staff has used the best research available, but at the same time we recognize that long-range projections of enrollments in public collegiate institutions have consistently fallen below the actual enrollments. The total public university projections for the next 16 years, however, are likely to be more accurate since the percent of students enrolled from the collegiate pool will approach a maximum level and the methodology employed in projections is more sophisticated. Evidence suggesting that enrollments will level off continues to accumulate. For instance, the Carnegie Commission on Higher Education projects a post-1980 decline of enrollments at the national level that extends to 2000. The Dean of the School of Education at Stanford suggested that enrollments in public schools may decline as much as 25 percent in the next 15 years if the present birthrate trend continues. He went on to note that "any industry faced with the loss of ten million clients needs to do some planning." The enrollment maximums are proposed as part of such planning.

However, because of the possibility of inaccuracy, the planning maximums were developed on the basis of 186,000 students rather than on the basis of 175,000 or 180,000 as some would suggest. By the use of the peak enrollment, sufficient flexibility will be provided for all prospective students now and in the future. In addition, it should be noted that the pool of 186,000 students was projected on the assumption that current policy toward nonresident students will remain in effect. Any further restriction on nonresident students would mean that the level of 186,000 students provides even more flexibility. Should the peak of 186,000 students prove to be conservative, existing two-year campuses could well accommodate additional numbers, and four-year campuses at River Falls, Superior, Green Bay, and Parkside could enroll a total of as many as 25,000 to 30,000 additional students on existing sites.

In order to avoid future misunderstanding about the use of enrollment planning maximums several points should be established:

1. The enrollment planning maximums are designed to be used on a long-range basis. It is not anticipated that the maximums will be revised upward for a campus when that campus reaches the recommended limit. The enrollment planning maximums will be revised when it appears that the total enrollment will either not reach or will surpass 186,000, or when new policy, experience or conditions radically alter the situation. Toward the end of the next decade, if not sooner, a review will be appropriate. Because the maximums for each campus have already been referred to the systems, there appears to be no need for further review by them at this time.

2. It should be emphasized that the recommended planning maximums will not require any university to undertake unusual expansion efforts nor to cut back substantially

on current campus planning that is based upon the approved CCHE enrollment projections (CCHE 4, 1968).

3. The enrollment planning maximums are for the total head count student enrollments as reported in CCHE 4, 1968. There is nothing in the concept to prevent universities from expanding late-hour programs since these programs would largely use facilities at times when the facilities would otherwise be empty. In fact, universities are encouraged to develop programs responsive to the needs of the adult population.

4. It should be emphasized that the major decisions about the levels of students, the rate of approach to the maximum, and the kinds of programs to be emphasized are left to the planning on each campus in cooperation with the appropriate Board of Regents.

In the belief that enrollment maximums provide for orderly growth and diversity in Wisconsin's public higher education while at the same time insuring the most effective use of the state's educational resources,

THE COUNCIL ENDORSES establishment of enrollment planning maximums for public institutions as follows:

UNIVERSITY OF WISCONSIN	
Madison	42,000
Milwaukee	25,000
Green Bay	11,000*
Parkside	11,000*

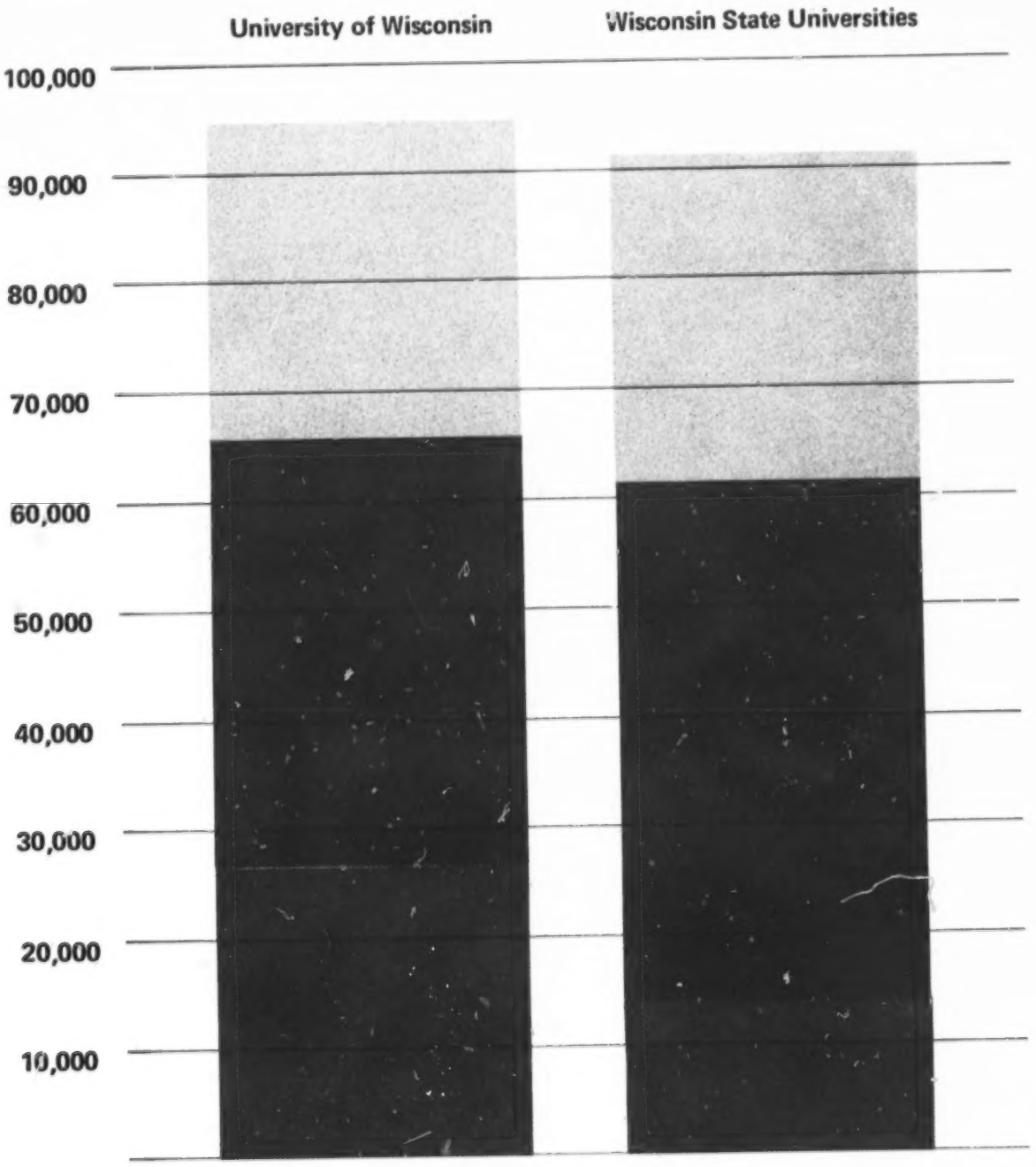
WISCONSIN STATE UNIVERSITIES	
Eau Claire	12,500
La Crosse	10,000
Oshkosh	15,000
Platteville	8,000
River Falls	6,000
Stevens Point	11,000
Stout	8,000
Superior	7,000
Whitewater	12,500

TWO-YEAR CENTERS AND BRANCHES	7,000**

*Total includes attached freshman-sophomore centers.

**As many policy decisions concerning support of these institutions are under study, the total of 7,000 may require reevaluation. If, under present policies, communities are willing to expand facilities, the pool for collegiate enrollments on the 13 university campuses may require early review.

Wisconsin Public University Enrollments



SOURCE: Coordinating Council for Higher Education

Appendix One: Existing Academic Offerings in Wisconsin's Public Universities

This section lists the existing undergraduate and graduate degree offerings currently available in Wisconsin public universities. The section is divided into these three parts: Undergraduate Majors, Master's Programs and Doctoral Programs. Programs are listed alphabetically by title for the thirteen public degree-granting universities of the state. Publication of the programs is solely for information purposes and does not necessarily indicate Coordinating Council approval.

Undergraduate Majors

UNDERGRADUATE MAJOR	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Accounting	X	X			X		X	X				X	X
African Language & Literature	X												
Agricultural Economics	X							X	X				
Agriculture Education	X							X	X				
Agriculture Engineering	X							X					
Agricultural Journalism	X												
Agricultural Marketing									X				
Agriculture Technology								X	X				
Agriculture Business									X				
Agronomy	X								X				
American Civilization		X								X			
American Industry											X		
American Institutions	X												
American Studies	X	X							X			X	X
Analysis/Synthesis			X										
Animal Science	X							X	X				
Anthropology	X	X	X										
Applied Mathematics											X		
Applied Math & Engineering Physics	X	X											
Applied Science & Engineering	X	X											
Applied Science & Technology				X									
Arabic	X												
Architectural Studies		X											
Art	X	X		X	X	X	X	X	X	X	X	X	X
Art Education	X	X			X	X	X	X	X	X	X	X	X
Art History	X	X											
Asian Studies	X												
Astronomy	X												

UNDERGRADUATE MAJOR	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Bacteriology	X												
Biochemistry	X												
Biological Aspects of Conservation	X	X											
Biology	X	X	X		X	X	X	X	X	X		X	X
Botany	X	X											
Business Administration/Management	X	X	X	X	X	X	X	X	X	X	X	X	X
Business Economics								X					
Business Education	X	X			X					X		X	X
Chemical Engineering	X	X											
Chemical Technology-Pulp & Paper										X			
Chemistry	X	X	X	X	X	X	X	X	X	X		X	X
Child Development	X												
Chinese	X												
Civil Engineering	X	X						X					
Classics	X	X											
Clothing & Textiles	X										X		
Communication-Action			X										
Communication Sciences			X	X									
Comparative Literature	X	X											
Comparative Modern Industrial Society				X									
Computer Sciences	X												
Contemporary American Society				X									
Criminal Justice		X											
Dairy Science	X												
Dance	X	X											
Deaf Education		X								X			
Dietetics	X										X		
Distributive Education											X		X
Early Childhood Education	X	X									X		
Earth Science			X	X					X	X			
Earth Science Education								X					
Economics	X	X	X	X	X	X	X	X	X	X		X	X
Ecosystems Analysis			X										
Electrical Engineering	X	X											
Elementary Education	X	X			X	X	X	X	X	X		X	X
Engineering Management		X											
Engineering Mechanics	X	X											
Engineering Science	X												
English	X	X		X	X	X	X	X	X	X		X	X

UNDERGRADUATE MAJOR	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Entomology	X												
Environmental Control			X										
Environmental & Public Health					X								
Exceptional Education		X											
Family & Consumer Economics	X												
Farm Management									X				
Fashion Merchandising											X		
Finance	X	X			X	X	X						X
Fine Arts		X			X							X	
Food & Nutrition	X									X			
Food Science & Technology	X								X				
Food Service Administration											X		
Forestry	X									X			
French	X	X		X	X	X	X	X	X	X		X	X
General Science		X			X	X		X	X	X		X	X
Genetics	X												
Geography	X	X	X	X	X	X	X	X	X	X		X	X
Geology	X	X			X		X	X				X	
German	X	X		X	X		X	X	X	X		X	X
Graphics		X											
Greek	X												
Health Education						X							
Hebrew	X												
History	X	X	X	X	X	X	X	X	X	X		X	X
History of Science	X												
Home Economics in Business											X		
Home Economics Education	X									X	X		
Home Economics	X									X	X		
Horticulture	X												
Hotel & Restaurant Management											X		
Humanities	X								X				
Human Adaptability			X										
Human Development			X										
Ibero-American Studies	X												
Indian Studies	X												
Industrial Education								X			X		
Industrial Engineering	X	X											

UNDERGRADUATE MAJOR	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Industrial Technology								X			X		
Institution Management	X												
Insurance	X				X								
International Relations	X	X											
International Studies							X					X	X
Italian	X	X											
Journalism	X	X			X		X		X				X
Junior High Education		X			X		X	X	X			X	
Labor Economics				X									
Landscape Architecture	X												
Language Arts					X				X				
Latin	X	X					X						
Latin or Spanish American Studies					X					X			X
Library Science							X						
Life Science				X									
Light Building Construction								X			X		
Linguistics	X	X											
Literature & Language			X										
Management	X				X		X					X	X
Marketing	X	X			X	X	X					X	X
Mathematics	X	X	X	X	X	X	X	X	X	X		X	X
Mechanical Engineering	X	X											
Medical Microbiology	X												
Medical Physics						X							
Medical Technology	X	X			X	X	X	X	X	X		X	X
Metallurgical Engineering	X												
Meteorology	X												
Microbiology & Public Health							X						
Mining Engineering	X							X					
Modernization Processes			X										
Molecular Biology	X												
Music	X	X	X	X	X	X	X	X	X	X		X	X
Music Education	X	X			X	X	X	X	X	X		X	X
Music Therapy		X			X		X						
Natural Resources	X									X			
Natural Science	X						X						
Nuclear Engineering	X												
Nuclear Medical Technology						X							
Nursing	X	X			X		X						

UNDERGRADUATE MAJOR	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Occupational Therapy	X				X								
Office Administration					X								
Operations Research	X												
Organization & Management	X	X											
Painting		X											
Performing Arts			X										
Personnel	X	X					X						
Pharmacy	X												
Philosophy	X	X	X	X	X	X	X			X			
Physical Education-Men	X	X				X	X					X	
Physical Education-Women	X	X				X	X	X	X	X		X	X
Physical Science					X	X							X
Physical Therapy	X												
Physics	X	X	X	X	X	X	X	X	X	X		X	X
Plant Pathology	X												
Police Science								X					
Polish	X												
Political Science	X	X	X	X	X	X	X	X	X	X		X	X
Population Dynamics			X										
Portuguese	X												
Poultry Science	X												
Production Management	X	X											
Psychology	X	X	X	X	X	X	X	X	X	X	X	X	X
Public Administration			X										
Quantitative Analysis	X	X											
Real Estate	X	X											
Recreation	X				X								
Related Art	X												
Rural Sociology	X												
Russian/E. Central European Studies										X			
Russian	X	X											
Regional Analysis			X										
Safety & Traffic Education								X					
Scandinavian Studies	X												
Scientific Land Management									X				
Sculpture		X											
Secretarial Administration												X	X
Social Science				X		X	X	X	X			X	

UNDERGRADUATE MAJOR	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Social Studies		X				X							X
Social Work	X	X			X	X							
Sociology	X	X	X	X	X	X	X	X	X	X		X	X
Soil Science	X							X	X				
Spanish	X	X		X	X	X	X	X		X		X	X
Special Education-Mentally Retarded	X	X			X		X						X
Speech	X	X			X	X	X	X	X	X		X	X
Speech & Hearing Therapy					X		X			X			
Speech Correction		X			X				X				X
Speech Education	X	X			X					X		X	
Speech Pathology & Audiology		X			X					X			
Statistics	X												
Technical Education											X		
Trade or Industrial Training	X												
Transportation	X												
Urban Affairs	X						X						
Urban Analysis			X										
Visual Arts			X										
Vocational Education											X		
Vocational Rehabilitation											X		
Water Resources										X			
Weaving			X										
Wildlife										X			
Zoology	X	X											

Master's Programs

MASTER'S PROGRAMS	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Accounting	X	X											X
Actuarial Science	X												
Adult Education	X	X											
African Language & Literature	X												
Agricultural Economics	X												
Agriculture Education	X							X	X				
Agricultural Engineering	X												
Agricultural Journalism	X												
Agricultural Industry								X					
Agronomy	X												
Anatomy	X												
Anthropology	X	X											
Architecture		X											
Art	X	X					X					X	
Art Education	X	X											
Art History	X	X											
Astronomy	X												
Audio-Visual						X				X			
Bacteriology	X												
Biochemistry	X												
Biology					X	X	X	X	X	X		X	X
Biophysics	X												
Botany	X	X											
Botany & Zoology	X	X											
Buddhist Studies	X												
Business Administration	X	X					X						
Business Education	X	X			X							X	X

MASTER'S PROGRAMS	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Chemical Engineering	X	X											
Chemistry	X	X			X	X	X	X	X			X	
Child Development	X												
Chinese	X												
Civil Engineering	X	X											
Classics	X												
Clinical Medical Sciences	X												
Communications & Public Address	X	X											
Communications Disorders	X				X								
Comparative Literature	X	X											
Computer Sciences	X												
Cooperative Extension Administration	X												
Cooperative Extension Education	X												
Curriculum & Instruction	X	X											
Dairy Science	X												
Dance	X												
Deaf Education		X											
Economics	X	X			X	X						X	
Educational Administration	X	X										X	
Educational Policy Studies	X												
Educational Psychology	X	X											
Electrical Engineering	X	X											
Elementary Education	X	X			X	X	X	X	X	X		X	X
Endocrinology-Reproductive Physiology	X												
Engineering & Area Studies	X												
Engineering Management		X											
Engineering Mechanics	X	X											
English	X	X			X	X	X	X	X	X		X	X
Entomology	X												
Environmental Health/Sanitary Eng.	X												
Environmental Design	X												
Exceptional Education		X											
Family Economics	X												
Finance	X	X											
Food & Nutrition	X	X									X		
Forestry	X												
Foundations of Education		X											
French	X	X			X							X	
Genetics	X												

MASTER'S PROGRAMS	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Geography	X	X			X	X						X	X
Geology	X	X										X	
Geophysics	X												
German	X	X										X	
Greek	X												
Guidance & Counseling	X	X					X	X	X		X	X	X
Hebrew	X												
History	X	X			X	X	X	X	X	X		X	X
History of Science	X												
Home Economics	X												
Home Economics Education	X									X	X		
Home Economics Journalism	X												
Horticulture	X												
Human Biology	X												
Ibero-American Studies	X												
Indian Studies	X												
Industrial Education								X			X		
Industrial Engineering	X												
Industrial Relations	X												
Industrial Technology								X					
Institution Management	X												
International Business	X												
Italian	X												
Journalism	X												
Junior High Education		X			X								X
Landscape Architecture	X												
Latin	X												
Legal Institutions	X												
Library Science	X	X					X						
Marketing	X	X											
Mass Communication	X												
Materials Science	X												
Mathematics	X	X			X	X	X	X	X			X	
Meat & Animal Science	X												
Mechanical Engineering	X	X											
Medical Genetics	X												
Medical Microbiology	X												

MASTER'S PROGRAMS	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Metallurgical Engineering	X	X											
Meteorology	X												
Mining Engineering	X												
Molecular Biology	X												
Music	X	X			X		X	X		X		X	
Music Education	X	X								X			X
Nuclear Engineering	X												
Nursing	X												
Nutritional Sciences	X												
Oceanography & Limnology	X												
Oncology	X												
Operations Research	X												
Organization & Management	X	X											
Pathology	X												
Pharmaceutical Chemistry	X												
Pharmacology	X												
Pharmacy	X												
Pharmacy Administration	X												
Philosophy	X	X											
Physical Education-Men	X					X							
Physical Education-Women	X					X							
Physical Science												X	
Physical Therapy	X												
Physics	X	X				X	X		X			X	
Physiological Chemistry	X												
Physiology	X												
Plant Breeding & Genetics	X												
Plant Pathology	X												
Political Science	X	X			X	X						X	
Portuguese	X												
Poultry Science	X												
Psychology	X	X											
Public Policy & Administration	X												
Public Utilities & Transportation	X												
Quantitative Business Analysis	X	X											
Radio-TV-Film	X	X											
Radiology	X												

MASTER'S PROGRAMS	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Reading		X			X	X	X	X	X	X		X	X
Real Estate	X	X											
Real Estate & Urban Land Economics	X												
Recreation Leadership	X												
Rehabilitation & Counseling	X	X											
Related Art	X												
Risk Management	X												
Rural Sociology	X												
Russian	X												
Scandinavian Studies	X												
School Business Management													X
School Psychology		X			X	X			X			X	X
Science Education	X												
Slavic Languages	X												
Social Science							X	X	X	X			
Social Work	X	X											
Sociology	X	X											
Soils	X				X	X						X	
Space Science & Engineering	X												
Spanish	X	X											
Special Education-Administration		X											
Special Education-Emotionally Disturbed	X	X				X	X						X
Special Education-Learning Disorders	X	X											
Special Education-Mentally Retarded	X	X			X		X						X
Speech	X	X			X	X	X	X	X	X		X	X
Speech & Hearing	X	X											
Speech Correction	X								X				
Speech Pathology & Audiology		X			X					X			
Statistics	X												
Student Personnel Services						X							
Systems Analysis	X												
Textiles & Clothing	X										X		
Theater	X												
Urban Affairs	X	X											
Urban & Regional Planning	X												
Veterinary Science	X												
Vocational Education											X		
Vocational Rehabilitation											X		

MASTER'S PROGRAMS	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Water Chemistry	X												
Water Resources Management	X												
Wildlife Management-Ecology	X												
Zoology	X	X											

Doctoral Programs

DOCTORAL PROGRAMS	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Accounting	X												
Actuarial Science	X												
Adult Education	X												
African Languages & Literature	X												
Agricultural Economics	X												
Agricultural & Extension Education	X												
Agricultural Engineering	X												
Agronomy	X												
Anatomy	X												
Anthropology	X												
Art	X												
Art History	X												
Astronomy	X												
Bacteriology	X												
Biochemistry	X												
Biophysics	X												
Botany	X	X											
Buddhist Studies	X												
Chemical Engineering	X												
Chemistry	X												
Child Development	X												
Chinese	X												
Civil Engineering	X												
Classics	X												
Communication & Public Address	X												
Communicative Disorders	X												

DOCTORAL PROGRAMS	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Comparative Literature	X												
Computer Sciences	X												
Cooperative Extension-Administration	X												
Cooperative Extension-Education	X												
Curriculum & Instruction	X	X											
Dairy Science	X												
Dance	X												
Economics	X	X											
Educational Administration	X												
Educational Policy Studies	X												
Educational Psychology	X												
Electrical Engineering	X												
Elementary Education	X												
Endocrinology	X												
Engineering Mechanics	X												
English	X	X											
Entomology	X												
Environmental Design	X												
Family Economics	X												
Finance Investment & Banking	X												
Food Science & Industries	X												
Forestry	X												
French	X												
Genetics	X												
Geography	X	X											
Geology	X												
Geophysics	X												
German	X												
Greek	X												
Guidance & Counseling	X												
Hebrew	X												
History	X												
History of Science	X												
Home Economics Education	X												
Horticulture	X												
Human Biology	X												
Human Nutrition	X												

DOCTORAL PROGRAMS	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Ibero-American Studies	X												
Indian Language & Literature	X												
Industrial Relations	X												
Institution Management	X												
International Business	X												
Italian	X												
Latin	X												
Law	X												
Linguistics	X												
Marketing	X												
Mass Communications	X												
Materials Science	X												
Mathematics	X	X											
Meat & Animal Science	X												
Mechanical Engineering	X												
Medical Genetics	X												
Medical Microbiology	X												
Medicine	X												
Metallurgical Engineering	X												
Meteorology	X												
Mining Engineering	X												
Molecular Biology	X												
Music	X												
Musicology	X												
Nuclear Engineering	X												
Nutritional Sciences	X												
Oceanography & Limnology	X												
Oncology	X												
Operations Research	X												
Organization & Management	X												
Pathology	X												
Pharmaceutical Chemistry	X												
Pharmacology	X												
Pharmacy	X												
Philosophy	X												
Physical Education-Men	X												
Physical Education-Women	X												

DOCTORAL PROGRAMS	UW–MADISON	UW–MILWAUKEE	UW–GREEN BAY	UW–PARKSIDE	WSU–EAU CLAIRE	WSU–LA CROSSE	WSU–OSHKOSH	WSU–PLATTEVILLE	WSU–RIVER FALLS	WSU–STEVENS POINT	WSU–STOUT	WSU–SUPERIOR	WSU–WHITEWATER
Physics	X	X											
Physiological Chemistry	X												
Physiology	X												
Plant Breeding & Plant Genetics	X												
Plant Pathology	X												
Political Science	X	X											
Portuguese	X												
Poultry Science	X												
Psychology	X	X											
Public Utilities & Transportation	X												
Quantitative Analysis	X												
Radio-TV-Film	X												
Radiology	X												
Real Estate & Urban Land Economics	X												
Rehabilitation & Counseling	X												
Related Art	X												
Risk & Insurance	X												
Rural Sociology	X												
Russian Area Studies	X												
Scandinavian Studies	X												
Science Education	X												
Slavic Languages	X												
Social Work	X												
Sociology	X												
Soils	X												
Spanish	X												
Speech	X												
Statistics	X												
Textiles & Clothing	X												
Theater	X												
Urban & Regional Planning	X												
Veterinary Science	X												
Water Chemistry	X												
Wildlife Management	X												
Zoology	X												

Appendix Two: Responsibilities and Functions of the Coordinating Council for Higher Education

PURPOSE OF THE COORDINATING COUNCIL FOR HIGHER EDUCATION

- To provide for the direction and coordination of the activities of the University of Wisconsin, the Wisconsin State Universities, Schools of Vocational, Technical and Adult Education and County Teachers Colleges by providing a permanent joint Council to make a continuing study of the state-supported institutions of higher education under their jurisdiction and their relation to the needs of the people of Wisconsin.

- To recommend necessary changes in programs and facilities.

- To provide for a single, consolidated, biennial budget request for the University of Wisconsin and the Wisconsin State Universities and that portion of the budget request of the State Board of Vocational, Technical and Adult Education described in section 39.03 (3) of the Wisconsin Statutes of 1967.

- To report the results of its studies and recommendations to the Governor and the Legislature.

CREATION OF THE COUNCIL

There is created a Coordinating Council for Higher Education to consist of 17 members, one from the Regents of the University of Wisconsin, one from the Board of Regents of Wisconsin State Universities, one from the State Board of Vocational, Technical and Adult Education, nine citizens, the president of the Regents of the University of Wisconsin, the president of the Board of Regents of Wisconsin State Universities, the president of the State Board of Vocational, Technical and Adult Education, the State Superintendent of Public Instruction and one member from the County Teachers Colleges Board.

The appointive Regent members and the appointive member from the State Board of Vocational, Technical and Adult Education shall be selected by a majority vote of the board of which they are members and shall be selected each year at the annual meeting of their board. The citizen members shall be appointed by the Governor with the advice and consent of the Senate. Terms of citizen members shall be for eight years.

The chairman of the Council shall be elected annually by the Council. The Council shall select a secretary from its membership. The Council shall hold regular meetings at least

once every three months at such time and place as the chairman determines. Special meetings may be called at the request of a majority of the Council or on the chairman's own initiative upon five days' notice. Council members shall be reimbursed for their actual and necessary expenses, except that members representing the Regents of the University, the Board of Regents of Wisconsin State Universities and the State Board of Vocational, Technical and Adult Education shall be reimbursed by their respective boards.

POWERS OF THE COUNCIL

Without limitation because of enumeration the Council is authorized and directed to make studies and recommendations in the following fields:

Educational Planning

The Council shall determine what overall educational programs shall be offered in the several units of the University, the State Universities, the collegiate transfer and technical education programs of the Schools of Vocational, Technical and Adult Education and the County Teachers Colleges to avoid unnecessary duplication and to utilize to the best advantage the facilities and personnel available for instruction in the fields of higher education. No new educational program shall be developed or instituted at any institution of higher education except with the Council's approval. No existing educational program for which the Legislature has made an appropriation at any institution of higher education shall be abandoned except with legislative approval.

Physical Plant

The Council shall adopt a coordinated plan for the integration and most efficient use of existing facilities and personnel, and an order of priority for the construction of new facilities at the University and the State Universities.

Budget Requests

The Council shall review the separate budget requests of the University and the State Universities and the budget request of the State Board of Vocational, Technical and Adult Education for state aid to vocational, technical and adult schools in support of post-high school collegiate transfer and technical education programs, and shall recommend a single, consolidated, biennial budget request to the Governor for the support of all institutions under its jurisdiction, retaining the identity of the appropriation sections in Chapter 20 relating to the institutions. It shall also review and make appropriate recommendations to the department concerning the biennial budget requests of the Department of Public Instruction for state aids to County Teachers Colleges.

Grants to Institutions

The Council shall establish a plan which will encourage and promote grants by private individuals and agencies to all such institutions.

Legislative Recommendations

The Council shall continuously study the needs of the people of Wisconsin for state-supported higher education and recommend any legislative proposals needed to carry out its decisions resulting from such study.

Reporting
Annually, the Council shall issue reports of its findings and recommendations, which reports shall be delivered to the Regents of the University of Wisconsin, the Board of Regents of Wisconsin State Universities, the State Board of Vocational, Technical and Adult Education, the boards of the several County Teachers Colleges and the Governor and to both houses of the Legislature when in session or the executive secretary of the Legislative Council when the Legislature is not in session.

Duties and Functions of Existing Boards
The Coordinating Council has final authority in determining the biennial budget requests of the University of Wisconsin and the Wisconsin State Universities and that portion of the budget request of the State Board of Vocational, Technical and Adult Education described in subsection (3) to be presented to the Governor and has full responsibility for such presentation. The over-all educational programs offered in the state-supported institutions of higher education shall be those determined by the Coordinating Council, and facilities and personnel shall be utilized in accordance with the coordinated plan adopted by the Council. In the discharge of their duties, the Boards of Regents and the State Board of Vocational, Technical and Adult Education shall observe all decisions of the Coordinating Council made pursuant to this subchapter. Except as expressly provided in this subchapter, nothing herein shall be construed to deprive the Regents of the University, the Board of Regents of Wisconsin State Universities, the State Board of Vocational, Technical and Adult Education and Board of County Teachers Colleges of any of the duties and powers conferred upon them by law in the government of the institutions under their control.

Interstate Agreements
The Coordinating Council, with the approval of the Joint Committee on Finance if the Legislature is in session or the Board on Government Operations if the Legislature is recessed or adjourned, or the governing boards of the systems under its jurisdiction, with the approval of the Coordinating Council and the Joint Committee on Finance if the Legislature is in session or the Board on Government Operations if the Legislature is recessed or adjourned, may enter into agreements or understandings which include remission of nonresident tuition for designated categories of students at state institutions of higher education with appropriate state agencies and institutions of higher education in other states to facilitate utilization of public higher educational institutions of this state and other states. Such agreements and understandings shall have as their purpose the mutual improvement of educational advantages for residents of this state and such other states or institutions of other states with which agreements are made.

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PLANNING OF NEW COLLEGIATE INSTITUTIONS

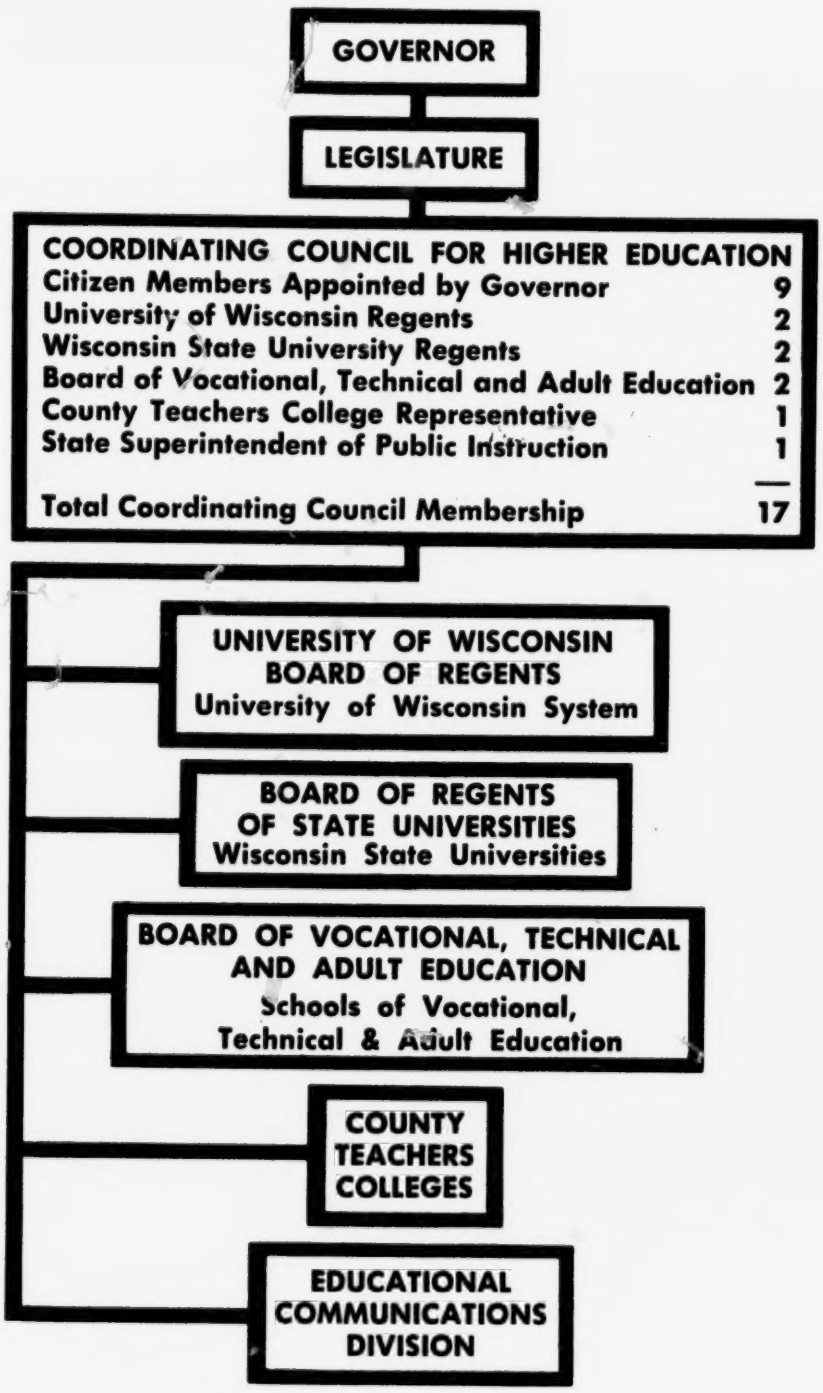
New third or third and fourth year institutions of academic instruction shall be established in the northeastern area of this state and the Kenosha-Racine area as soon as is practicable. The responsibility for the government of both of the new institutions shall vest in the Regents of the University of Wisconsin. The Coordinating Council shall make a study relative to establishing a school of forestry and of establishing a wood utilization curriculum in connection with one of the existing extension centers of the University of Wisconsin. The educational programs offered by the new institutions shall be approved by the Coordinating Council and shall be consistent with the courses of study offered by other institutions operated by the Regents of the University of Wisconsin. The Coordinating Council shall formulate a plan and schedule for the development and implementation of the new institutions; and shall report its plan to the Governor, the Legislature and State Building Commission. The Governor shall appoint a special committee consisting of the state architect, the state planning director, a representative of the Regents of the University of Wisconsin and a representative of the State Building Commission to evaluate alternative sites for the new institutions according to criteria set by the Council and to report its recommended sites to the Governor, the State Building Commission and the Coordinating Council. The State Building Commission shall allocate from funds made available to it by Section 20.710 (2) (b) moneys adequate for all purposes which in its judgment are appropriate to the planning of the new collegiate institutions authorized by this subsection. Such allocation shall be made following completion of all actions contemplated by subsections (3), (4), (5) and (6).

CREATION OF THE EDUCATIONAL COMMUNICATIONS DIVISION

To develop educational radio and television into a vital public resource for the enrichment and education of the people of Wisconsin and to provide assistance in state classrooms, there is created the Educational Communications Division of the Coordinating Council for Higher Education. The division shall be under the direction and supervision of the Educational Communications Board.

(See Chapter 39.20 of the Wisconsin Statutes for duties and statutory authority.)

Coordination of Wisconsin Higher Education


GOVERNOR
LEGISLATURE
COORDINATING COUNCIL FOR HIGHER EDUCATION
Citizen Members Appointed by Governor 9
University of Wisconsin Regents 2
Wisconsin State University Regents 2
Board of Vocational, Technical and Adult Education 2
County Teachers College Representative 1
State Superintendent of Public Instruction 1
Total Coordinating Council Membership 17
UNIVERSITY OF WISCONSIN BOARD OF REGENTS
University of Wisconsin System
BOARD OF REGENTS OF STATE UNIVERSITIES
Wisconsin State Universities
BOARD OF VOCATIONAL, TECHNICAL AND ADULT EDUCATION
Schools of Vocational, Technical & Adult Education
COUNTY TEACHERS COLLEGES
EDUCATIONAL COMMUNICATIONS DIVISION

COORDINATING COUNCIL FOR HIGHER EDUCATION STAFF

ARTHUR D. BROWNE, Executive Director

WILLIAM E. WHITE, Associate Director for Academic Planning

GALE L. KELLY, Associate Director for Finance

L. J. LINS, Director of Research

CLAUSTON JENKINS, Assistant Director for Academic Planning

ROBERT MILLARD, Assistant Director for Finance

LEONARD JACOBS, Director of Information Services

PHYLLIS HAWTHORNE, Research Analyst